## PROFESSIONAL ADVANCEMENT

Educational broadcasting is fast becoming a profession. Several hundred educators and station staff personnel, from Directors and Managers to engineers and writers, have already been given significant professional upgrading through NAEB Scholarships, Workshops, Seminars and on-the-spot consultation assistance. Qualified individuals, each at his local level, can do more for education through these new tools than any number of organizations as such. Because of the growing importance and magnitude of this development, the NAEB Professional Advancement Committee, following the advice of various distinguished consultants, beginning with Professor Harold Lasswell at the NAEB national convention some six years ago, have called for the appointment of a Director of Professional Advancement to coordinate the many up-grading and training activities which the NAEB is called upon to handle. This step is essential to insure that the educational broadcasting profession is first of all a part of the educational profession.

The coordinator requested would work out joint projects with other professioaal associations. He would work towards the creation of increasingly high professional standards for educational stations and their staffs, codes of operation, and principles of social responsibility which, we believe could well eventually affect the entire commercial broadcasting industry as well. In such efforts, the cooperation and experience of all other interested organizations would be solicited and used. The NAEB's present Organizational Liaison (Advisory) Committee will be further developed in this connection.

~~The budget listed below includes $80,000 per year for seminars, workshops, grants-in-aid, and scholarships not separately budgeted for in the other requests listed above.~~

Annual Budget, on three-year basis

| | |
|---|---|
| Salary - Coordinator | $16,500 |
| Salaries - Secretarial | 5,500 |
| Supplies and Expenses | 5,500 |
| Scholarships | 25,000 |
| Workshops and Seminars, and Workshop Grants-in-Aid | |
| | $52,600 |

# Proposed Budget for NAEB International Relations Project

The NAEB has been very active in the field of international exchange of broadcasting personnel, information and programs, and it is felt that activity in this area should be increased in view of the growing need for international understanding.

The Association is a member of the European Broadcasting Union, International University of the Air and Prix Italia. However, it has been possible to have an NAEB representative attend certain important international broadcasting meetings only when an NAEB member was already in Europe as a Fulbright scholar, or on other business, because the Association has not been in a position to pay expenses. The result has often been representation of a quality which does credit neither to the NAEB nor the United States. This has also been true at meetings sponsored by UNESCO where the NAEB has been asked to represent the United States. Funds for such representation should be obtained.

Shortage of funds has also prevented the development of an effective and productive exchange of programs between the NAEB and European countries. The Association has provided some programs, nearly always in English which lessens their exchange value, to other countries and has given many of its programs to the Voice of America. Such an exchange would be greatly improved if it were possible to develop programs specifically for export, especially if some of these could be done in the language of the countries to which they were to be shipped. Funds should be secured to explore the development of such programs.

Based on the above needs, it is proposed that an annual budget of $5,000 be established to meet the most pressing needs in the international field. Such funds would not necessarily be earmarked for specific purposes, but would be available for any necessary expenditures in the area.

September 23, 1953

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall

Urbana, Illinois

To: Professional Advancement Committee:

| | |
|---|---|
| Earl Wynn | Harry Lamb |
| Vernon Bronson | Donley Feddersen |
| R. Edwin Browne | Carl Menzer |
| James Day | Robert Schenkkan |

-and-

Finance Committee:

| | |
|---|---|
| William Harley | Frank Schooley |
| Richard Hull | Robert Schenkkan |
| James Miles | |

From: H. J. Skornia H. J. Skornia

Date: January 5, 1959

Attached in (very obviously!) rough draft form, for your comments and reactions, is a first effort at the request we are to have in Kellogg's hands February 1. Your reactions and suggestions are earnestly invited.

Members of the Professional Advancement Committee will also receive, herewith, our (earlier) request to Kellogg and the additional data recently supplied at Dr. Seay's request, to supplement it.

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# REQUEST TO THE W. K. KELLOGG FOUNDATION FOR PROFESSIONAL ADVANCEMENT PROJECT

General:

It was in 1949, at the time of the NAEB's first Seminar, at Allerton House, that the first awareness began to crystallize in the Association of the broad and powerful responsibilities and potentialities which educational broadcasters, as a profession, must realize. Until that time the NAEB (which had from 1925 to 1934 operated as a loose association under the name of The Association of College and University Broadcasting Stations), had had as its major emphasis government relations and common management problems, as was to be expected of an organization operating principally as a protective association organized to halt the then current decimation of educational radio stations which were in danger of complete extinction. In the fifteen years between 1921 and January 1, 1937 the total number of educational station licenses in the U.S. had dropped from 202 to 37. And several of these, in desperate efforts to survive, were operating on a commercial or semi-commercial basis. The membership of the ACBS numbered only 20 stations in 1933, and by 1944 had risen only to 23 stations after the change of name of the organization.

In the late 1930's the NAEB, together with the U. S. Office of Education, had filed requests for the reservation of both AM and FM radio frequencies for education in order to protect educational services against commercial onslaughts which they were demonstrably unable to withstand. In its reservations of 1938 and 1940 the Federal Communications Commission finally set aside five channels in the "UHF" radio band (later designated as FM) for education. No reservations were granted for education in AM

radio (the "standard" radio service); the NAEB is continuing its efforts to secure such reservations for education.

In 1948, at the Annual meeting of the NAEB on the campus of the University of Illinois, NAEB President Richard B. Hull called upon the organization to raise its sights and become a more constructive force in education if it were to deserve support as a genuinely educational service. The trade press at that time carried conjectures as to whether the organization would be able to survive the struggle between the "status quo" and the "progressive" forces.

By a margin which was not as great as we would wish, the association voted to support new directions for the NAEB, and to seek Foundation support to assist in their achievement.

It also voted to request the reservation of television channels for education. In the ensuing few years, the NAEB was able to rally the support of other organizations for this effort, which culminated first, in the formation of the Joint Council on Educational Television, of which Mr. Hull was the first Executive Director; and secondly in the actual allocation for education of 257 channels in the TV spectrum.

Thanks to the efforts of Dean Wilbur Schramm of the University of Illinois, assisting the NAEB, funds were secured from the Rockefeller Foundation to hold the 1949 Seminar mentioned above.

At the time of this Seminar in spite of the allocation of FM frequencies for education, there was a growing and sober recognition of the fact that, like AM radio, FM might well again be "the light that failed." If the new stations, and the gradual resurgence of educational broadcasting in the U. S., were to be soundly based, it was apparent that firmer integration of educational broadcasting facilities into the total educational structure of the educational institutions which owned and operated them,

as bona fide educational instruments, was essential. The challenge which came out of this first seminar was essential to develop trained, educationally-sound professionalism at the management and staff level of these stations---replacing the engineers, English and speech teachers and others who had initially first been "tapped" by their institutions to operate this "toy" or "public relations outlet." Many of the stations, up to this time, were operated by single departments of the institutions owning them. Their use as an instrument for tapping all the resources of the mother institution was only vaguely perceived. Many were essentially "amateur show" operations, barely distinguishable, except for the absence of commercials, from commercial stations. Unless a broader purpose was visualized for them, such stations did not deserve to survive.

Following the 1949 Seminar, a request was submitted to the W. K. Kellogg Foundation for funds to establish a national educational tape network and a national headquarters for the NAEB, with a paid permanent staff. It was with the granting of these requested funds that what had previously been only a dream began to become reality.

Within four years of the first grant, the NAEB Radio Network was self-supporting. The NAEB Headquarters, made possible by this grant, gave the NAEB the mechanism which made possible the business-like administration of other grant funds in the slow but steady climb of the association towards status as a respected service organization in educational broadcasting and the still slower progress towards achievement of the related role as the professional association of those responsible, as management and staff members, for the operation of educational radio and television facilities throughout the nation.

It is obvious that, before a profession can be developed, professional personnel must be created to fill it. During the past ten years, to this end, the NAEB has conducted some 24 Seminars and workshops

for the various types of personnel responsible for the educational broadcast facilities of the nation. These are outlined in the attached "Training Program of the National Association of Educational Broadcasters." This began the creation of the personnel potential for a professional association. As will be noted, many of these seminars and workshops had to be conducted by the NAEB itself, because of the absence, in educational institutions, of courses and curricula for this type of training. In this role, however, the NAEB has sought to serve as a catalyst and guide to provide the stimulus for the introduction of such courses in the curricula of educational institutions, themselves. The results of this effort, particularly in the areas of production, are now encouragingly apparent. Once this objective is adequately achieved in other areas as well, in accordance with the high standards which the NAEB has sought to establish, by example, the NAEB can once again concentrate on the achievement of its role as a professional association of professionally-trained individuals. This will involve the development of standards and qualifications for individual NAEB membership as described later in this document.

Several other factors explain the delay in the achievement of this objective:

In 1957 the Association for Education by Radio and Television, at that time the only organization in existence in the United States which seriously sought to be the sort of professional organization described above, found itself in financial difficulties and unable to continue. Since this was the direction in which the NAEB was working, the AERT was merged with the NAEB, which assumed responsibilities for the AERT's Journal and functions. However, this inheritance presented considerable problems. The AERT had had no qualifications for membership other than the payment of an annual

membership fee. The members of this type of organization, therefore, as was natural, resisted the development of standards which would, in many cases, exclude them from membership. Moreover the NAEB was not itself in a sound enough financial position to develop and enforce standards which would decimate this membership, modest as it was, with the resultant decrease in annual membership payments, which are virtually the only source of funds for the principal publications and numerous other expenses (legal counsel, etc.) of the Association. Due largely to problems of a financial nature, this role has been delayed each year, and progress has been disappointingly slow and tortuous.

A second factor, which required careful consideration, was the development of closed circuit television in the U. S. on a scale not anticipated, in comparison with the development of actual broadcast station facilities. Those in charge of such facilities turned to the NAEB for guidance and assistance. But this raised basic questions within the NAEB. The NAEB Constitution made no provision for institutional membership by closed circuit installations. It was not until the October, 1958 Convention that the NAEB Constitution was amended to open the doors to this type of membership.

This is turn raised another question: were the teachers responsible for in-school courses of instruction, and utilization of these media, to find their home, too, in the NAEB as their professional association? Experimentally, before deciding this question, the NAEB conducted two seminars in 1958 for this type of individual, as well as for teacher-training institution representatives, and administrators of closed-circuit mother-institutions. It was not until these seminars were completed, and the reports and reactions of participants and consultants were in, that a decision could be made. This decision was that these people were indeed the type who should

be included in any definition of a professional association of individuals whose principal functions are using these media for educational purposes. The entire new concept of the profession which this opened up made us grateful that we had not previously established qualifications which might have excluded them. And, to date, there is no other organization to which they can turn for the experience, training, guidance and assistance they so urgently need. Unless the NAEB proves responsive to this challenge within the next few years, however, it is a virtual certainty that such individuals will either find their home with other organizations (we do not here refer to the perfectly natural membership of such individuals in such content-oriented areas as the American Association of Teachers of ~~Languages~~ English, Science, Modern Languages, etc., which we seek to encourage) or will form a splinter group of their own.

A final delaying factor has been the international role of the NAEB. Within the last two years individuals from the NAEB have been invited to serve as speakers, judges, and consultants at various educational conferences abroad, including Canada and Latin America. Since the NAEB is unique internationally as well as in the United States, educators and educational broadcasters of these nations naturally inquire regarding membership by them in the NAEB. Thanks to the efforts of various NAEB representatives, for example, educational television is on the threshold of realization in Canada, Venezuela and other nations. No great obstacles are foreseen which would permit membership by them in the NAEB until developments and growth warrant the formation of their own organizations, or possibly a new international role for the NAEB eventually. However, a sobering responsibility is placed on the NAEB to make sure that standards and qualifications ~~established~~ for educational broadcasters will be as carefully designed and as professional in nature as the best minds available can make them. The NAEB's

role as the leader in the birth of a new profession requires at least the utmost in responsibility, even though already-existing recognition of its role is a tribute to what it has done so far. How far there is yet to go is most apparent only to those in the NAEB who are seeking to develop necessary standards in time to meet the need. For this reason, not only educators of the United States but also those in such organizations as UNESCO, and other international scholars are being consulted in the gradual development of what we hope will be a sound foundation for what we believe will one day be a recognized, respected profession, policing itself as rigorously as the professions of medicine, dentistry or law. The possible indirect influences of such a development on the commercial media, as well, are obvious.

In the request presented herewith, we have attempted to demonstate the responsibility incumbent upon us. Although the NAEB would be the central, coordinating agency in the project proposed, the minds and counsel required, will be those from all the disciplines which education encompasses, as well as (and perhaps principally) the cooperative efforts of teacher-training institutions on whom, eventually, must rest the burden of developing in teachers the understandings and skills required to cope with the advantages and strengths, as well as the limitations, of electronic communications instruments as basic core educational instruments.

At a meeting December 5-6, 1958 of the NAEB's Professional Advancement Committee, with the President-elect and the Executive Director, an effort was made to develop the steps to be taken in this project. At that time it was felt that, in spite of the steps already taken, considerably more pre-preparation was necessary prior to formalizing our request. It required careful discussion, for example, with responsible representatives of the American Association of Colleges for Teacher Education and other

similar groups, to insure responsible educational standards; and to insure against any unilateral projects which might dislocate responsible efforts already being made by other groups; and to avoid steps which might crystallize opposition to the uses of, or the development of training in the uses of, these new electronic media. It was felt desirable to secure the reactions of the Deans of Education, or the responsible heads of teacher-training institutions which might be called upon to cooperate with the NAEB in this nation-wide pilot project, which we hoped would set standards for courses in hundreds of such institutions within the next ten years.

At the time of this early December meeting, it was the consensus that the NAEB might suggest that the W. K. Kellogg Foundation, with its background in the broad educational area, convene a small meeting of selected Deans and others who would be involved, to discuss with representatives of the Foundation and the NAEB the full implications of this project, including its acceptability and the various pitfalls which it should avoid. As an alternative to this step, if the W. K. Kellogg Foundation preferred, the NAEB would itself seek to secure (possibly from the Foundation) funds to hold such a meeting, with representatives of the Foundation and distinguished educational leaders, of the type described above, to serve the same purpose. The meeting described would precede grant consideration by the Foundation, and would go over the proposal step by step to insure maximum likelihood of success.

However, in view of the time which has been required to bring this project to its present state; the suggestion by Dr. Seay of the Foundation that it should be submitted by approximately February 1; and the favorable reactions received to date to our proposal from the various responsible educational leaders to whom it has been submitted, it is our feeling that, if necessary, it could be submitted without waiting for the

meeting suggested above. In this case this could, if the Foundation would consent, be considered as in draft or tentative form, to enable the Foundation to consider the merits of the proposal in broad terms, in the hope that some tentative allocation of funds might be made by the time such allocations must be made by the Foundation in its long-term planning. In this case the first meeting might be held, under whichever auspices the Foundation prefers, either under a separate small grant or under an advance on the overall proposal, with the understanding, of course, that no further obligation would be incurred by the Foundation, pending the outcome of this meeting.

Such a meeting would of course be only one of several seminars, work-sessions, demonstration-sessions and other projects as outlined in the grant request itself. One of the first of these other meetings would involve assembling the best authorities available from other such organizations as the American Association for the Advancement of Science, UNESCO and others with related experience and broad background, to begin the intensive study and drafting necessary to establish eventual qualification categories for membership in the NAEB as a professional association.

In this connection it will be noted that the individual membership of the NAEB, being a relatively new category, numbers less than 400 individuals The potential is probably on the order more nearly of 5,000 to 10,000 at present, including staff members of NAEB active members and closed circuit installations, with the large number of teachers, actively engaged in TV and radio teaching and utilization, which are involved. During the interim period while standards are being developed, it is expected that this individual membership category will continue to increase gradually, in spite of the absence at present of such standards. Eventual standards, to be developed, can probably not be made retro-actively effective.

However, during the period of the proposed grant project, it is our hope that the status and qualifications of educational broadcasters will become increasingly important to educational administrators. This is in turn related to the effort of the NAEB to achieve self-support.

During the past year the NAE B has experimented with self-supporting workshops and seminars. It will continue to do so. However, on the basis of present experience and inquiries it appears that a charge of approximately $100.00 for a workshop is the maximum that can be charged, and that the present ability of teachers to pay, or the present evaluation of funds which schools are willing to make available, is more nearly of the order of $50.00 as the "ideal" registration charge which could be counted on at the present state of recognition of broadcasting as a profession. This contrasts sharply with the $500.00 charged by the National Association of Broadcasters (NAB), the association of commercial stations of the United States, for two-weeks management and other seminars. Considerable subsidy seems inevitable if the NAEB is to raise the local status of educational broadcasters to the level of other employees of educational institutions, whose importance to the whole institution's functions is recognized sufficiently to justify more expenditure on the part of the institution for in-service training, conferences and related activities.

Finally, before presenting the specific request in formal form, it is our belief that we should make clear some of the respects in which the sort of training which the NAEB visualizes as essential to teacher-training and educational station staff training, differs from that which would prevail without the NAEB's assistance and leadership.

In the first place, the NAEB sees television and radio as inseparable. No other organization, to our knowledge, has through the years so stubbornly insisted that there are essentially equal roles for both media to play, if the educational needs of the nation are to be served and the

realities of educational financing are to be faced. Therefore these two electronic media, with such related potential developments as facsimile, multiplexing and stereophonic broadcasting, are approached together, rather than separately, in isolation, or unrelated to all the other materials of instruction which are available.

In this connection, maximum use of television and radio for education requires the maximum possible knowledge of films and all other audio and visual aids, as well as of the learning theories involved in the uses of any "tools" for teaching. The utmost cooperation with all other organizations would be requisite to the approach to be taken in the development of teacher-training courses, particularly, in this field.

Secondly, virtually all the instructors of courses which currently attempt to teach the uses of these media seem oblivious to the basic differences in the effects of the media, regardless of content. The approach visualized by the NAEB is best described in the article by Dr. Marshall McLuhan in the December issue of the NAEB Journal, attached herewith. A clear understanding of the basic nature of the electronic media, so different in their effects and potentials from the printed media or even the film, is the foundation which must precede "techniques" instruction, if these courses are not to become merely orientation in the use of gadgets.

To presume to describe the peculiarities of the electronic media in depth in this document would be impractical. It is hoped that the approach outlined in the article of Dr. McLuhan, who would serve as consultant to this project, may suggest the directions in which we feel any courses in the uses of the electronic media must be guided if maximum value from their use is to be realized.

## PROPOSED PROJECT AND BUDGET

A. The Coordinator and his functions:

The proposed project would be coordinated by a Coordinator of Professional Advancement, whose functions are outlined below. This procedure has proved practical in the past for the NAEB in the development of such other projects as limited term projects in Research and Engineering.

This Coordinator would be an educator of recognized standing. Although he would be appointed by the NAEB Board and would be responsible to the Board through the Executive Director, suggestions for candidates for this limited term appointment would be sought from various organizations and individuals outside the NAEB, notably from institutions scheduled to cooperate with the NAEB in this project. It is felt that a qualified individual could not be secured for a limited appointment for less than the sum mentioned here.

Necessary qualifications for this individual will become clearer as we list his functions. This coordinator will:

1) Coordinate the work of consultants secured to develop individual membership qualifications in the NAEB, as a working committee.

2) Plan and implement the other workshops, conferences and meetings listed here, including handling relations with appropriate institutions and individuals, adequate reporting thereof, etc.

3) With the chairmen of appropriate NAEB Committees (Professional Advancement, Membership, etc.) develop an intensive program for the development of the esprit de corps on which professionalism must rest.

4) Travel as necessary for supervision of consultants and regional meetings --- and for representing the NAEB, as

necessary, at the meetings of other professional groups. It is expected that the coordinator would be paid approximately $15,000. per year and a secretary for him approximately $5,000. (including in both figures retirement, workman's compensation ~~and allowances,~~ etc.)

B. Seminars and other Meetings:

Tentatively envisioned so far are the following meetings and types of meetings. Finalization of details would be withheld pending appointment of the Coordinator to implement them:

1) A group of representatives of the schools of education and/or teachers, colleges cooperating in the project who will serve as the advisory committee of the Project. $5,000. per year for 2 meetings per year.

2) A Seminar of qualified Consultants to develop professional standards. This would be perhaps 6 to 10 individuals, for whom a consultant fee and travel would be paid for perhaps two three-day meetings per year. Budget, including travel, approximately, $5,000. per year.

3) Two National Seminars per year, principally for those who would teach the teacher-training courses in radio and TV production and utilization from the 6 (at first) to 20 (eventual), cooperating schools of education and teachers colleges involved in the project. Including outside Consultants (e.g. Marshall McLuhan, mentioned earlier): $6,000.00 each, for a total of $12,000.00 per year.

4) Four to six local/regional seminars, on as near a self-supporting basis as possible. Registration fees of from $50.00 to $100.00 would be charged. NO Travel would be paid. Since these would be local or regional, it is our belief that the costs of travel would not be the

inhibiting factor which they would constitute for national meetings. The NAEB's contributions would be limited to reimbursing cooperating institutions for actual expenses, paying for necessary consultants, reports and demonstration materials and expenses. Estimate: $1,500. per workshop for a total of $6,000. per year. All income would be used to reduce the actual grant expenses used for this purpose. A gradual effort would be made to make these increasingly self-supporting, through the life of the project.

These workshops and Seminars would also be principally, but not exclusively, for teachers and teacher-trainers. Some of the other emphases, as indicated, would be in the fields of graphics and visual aids; script planning and writing; production; series planning; and evaluation.

C. Consultants and other expenses:

5) Besides the above workshops, qualified consultants would be provided each of the cooperating institutions and/or the teachers of such courses as will be developed under this project; these services would be provided particularly at the beginning of the year, but the coordinator would have the responsibility of seeing that these schools are serviced as necessary, throughout the year, to insure the availability of maximum resources and standards in the initial stages of this project. Estimated consultant fees (at $50.00 to $100.00 per day) plus travel: $6,000.00 per year.

6) In the professional development efforts of the NAEB, complimentary copies of the Newsletter, the Journal and

other professional advancement materials of the NAEB would be distributed to national educational leaders during the period of this project. The estimated cost per year of this printing and distribution is $6,000.00. (This item is subject to elimination or reduction if the Materials Distribution portion of our Request #2 of October 23 is granted.)

7) Supplies and Expenses (including reimbursement to cooperating institutions, when necessary for special reports, and actual expenses beyond those normally budgeted) for the Coordinator's office and the project, per year: $7,000.00

8) Travel: of the Coordinator, the Executive Director or other NAEB officials as required for implementing this project, per year: $5,000.00

Budget Summary - per year (first year):

| | | |
|---|---|---|
| 1. | Coordinator | $15,000.00 |
| 2. | Secretary | 5,000.00 |
| 3. | Advistry Committee Travel and per diem (if necessary) | 5,000.00 |
| 4. | Professional Standards Committee | 5,000.00 |
| 5. | Two National Seminars | 12,000.00 |
| 6. | Four to six local-regional Seminars | 6,000.00 |
| 7. | Project Servicing Consultants (travel and per diem) | 6,000.00 |
| ~~8.~~ | ~~Complimentary materials distribution~~ | ~~6,000.00~~ |
| 9. | Supplies and Expenses (Coordinator's office) | 7,000.00 |
| 10. | Travel: Coordinator's office and general project (not otherwise covered) | 5,000.00 |
| | Totals per year: first year | $72,000.00 |
| | Five year total - | $360,000.00 |

However, it is estimated that items 3 through 8 could each be reduced by $1,000.00 per year for each of the five years for which the project is proposed. In that case the budget would be as follows:

| | |
|---|---|
| 1959-60 | $72,000.00 |
| 1960-61 | 66,000.00 |
| 1961-62 | 60,000.00 |
| 1962-63 | 54,000.00 |
| 1963-64 | 48,000.00 |
| Five year total- | $300,000.00 |

January 7, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

In response to your letter of January 5, I shall explain informally and unofficially in this letter the various membership classifications. In addition, I'm attaching a slightly longer description which includes the definitions of the four main categories listed, as defined in our constitution. Our last two annual reports also provided some data on growth.

Presently we have:

1) 142 active members: institutions which have their own radio or television transmission facilities (stations).

2) 100 associate members: institutions with studios and regular schedules of broadcasts (as well as, since October, 1958, closed circuit TV educational installations), but no transmitters.

3) 63 affiliates: institutions or organizations engaged or interested in doing or promoting educational broadcasting. This includes many schools which don't yet qualify for either active (with transmitter) or associate (regular schedules) memberships.

4) 321 individual members -- a category which didn't exist until some two and one-half years ago. The category to which we now are devoting much of our attention and effort. Inherited upon the demise of the Association by Radio and Television, January 1, 1957.

5) 3 honorary: 2 former FCC commissioners friendly to education and Miss Judith Waller, NBC education director for many years.

6) 3 industrial associates: Motorola, RCA and General Electric.

7) 1 sustaining member: NBC

Active members cast 2 or 3 votes depending upon the number of transmitters operated.

Associate members each have 1 vote in the affairs of the Association.

Affiliates have no vote but participate in all discussions and other affairs of the NAEB.

Individual members vote only for the Director at Large who represents their interests on the NAEB Board.

The above categories are under continuous study and revision, as are voting procedures.

I hope this, with the attached, helps clarify the various types of memberships.

As an afterthought, I am attaching a copy of our October, 1957 Directory. This is now in process of revision, but it will give you a little idea of the listing of active, associate and affiliate members a year ago. A new one will be sent you as soon as possible to replace the one attached which, I repeat, is now largely out of date.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs
Enclosures

# NAEB MEMBERSHIP CATEGORIES

(as defined in the NAEB Constitution)

Active membership - "Any university, college, school or other educational, cultural or public service agency, organization or association of recognized standing which is actively engaged in educational, cultural and public service, non-commercial broadcasting over a radio and/or television station or stations regularly licensed to it by the Federal Communications Commission, or holding a construction permit for such station or stations."

This classification of membership has existed since the formation of the organization (as the Association of College and University Broadcasting Stations) in 1925 and was restricted to those institutions, etc., owning and operating their own broadcasting facilities until 1934. At that time Active membership was expanded to include any college or university broadcasting regular educational programs, either over its own facilities or those of a commercial station. This was due to the increasing number of educational institutions broadcasting over commercial outlets who were reluctant to join the organization under limited membership. However, in 1938 Active membership was again restricted to those institutions owning and operating their own stations and those institutions broadcasting over commercial stations again became eligible only for Associate membership. It should be pointed out that holders of construction permits did not become eligible for Active membership until 1944. Also, until 1944 the word "non-commercial" did not appear in the Constitutional definition of Active membership, and stations owned by educational institutions, but operated commercially, were eligible for Active membership until 1944.

Associate membership - "Any university, college, school or other educational, cultural or public service agency, organization or association of recognized standing which is actively engaged in the production and broadcasting of educational, cultural and public service radio and/or television programs, and/or operating closed circuit television equipment regularly for direct instructional purposes." The eligibility for membership in this classification has changed during the years. When ACUBS was organized in 1925 an Associate category was established for "individuals interested in the general furtherance of educational broadcasting." In 1930 Associate membership was expanded to include any educational institution, i.e., institutions not operating stations, but individuals could still also belong in this category. Associate members were given all the privileges of Active members except the right to vote or hold office. (As noted above, between 1934 and 1938 institutions broadcasting over commercial stations were eligible for Active membership.)

Affiliate membership - "Any university, college, school or other cultural or public service agency, organization or association not eligible for Active or Associate membership but interested in or seeking to promote educational, cultural and public service broadcasting." This category was formed in 1952 and at that time also included individual members.

(Continued on Page 2...)

Individual membership - "Any individual engaged in educational broadcasting or in teaching broadcasting courses, or any individual interested in or seeking to promote educational, cultural and public service broadcasting." This category was added in 1956.

Growth in membership:

| | 1950 | 1/1/54 | 1/1/59 |
|---|---|---|---|
| Active | 67 | 107 | 142 |
| Associate | 38* | 89 | 100 |
| Affiliate | --- | 22* | 63 |
| Individual | --- | --- | 321 |

* Includes individual members, relatively few in number, who were then included in this category. No statistics were kept of the exact number.

January 8, ~~1958~~ 1959

Dr. Maurice F. Seay
Director, Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

In reply to your letter of January 7: we are indeed already certified as a non-profit corporation, eligible to receive tax-exempt funds. Attached is a copy of the document which establishes this status.

All grant funds other than those from the W. K. Kellogg Foundation during recent years, have been given directly to the NAEB, rather than through the University of Illinois. It was our impression that grants through the University represented the procedure preferred by the W. K. Kellogg Foundation.

We're pleased to be able to send this information at once. Please let us know if there is anything else we can provide.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jg
Enclosure

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

January 7, 1959

RECEIVED
NAEB HEADQUARTERS
JAN 8 1959
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry J. Skornia, Exec. Director
National Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

As we review your proposal for a continuation of financial support we are wondering if you have taken any steps to organize your Association so that it can receive and administer direct Foundation funds which would entitle you to a certificate from the Internal Revenue Service indicating your qualifications for receiving tax exempt funds. I notice that throughout the period of our grant the University of Illinois has served as your fiscal agent. Is it also serving as your fiscal agent for funds which you receive from other foundations? Perhaps your Association has a policy with respect to a development which would lead to your own certification from the Internal Revenue Service.

Sincerely,

Maurice F. Seay

MFS/fh

Kellogg

14 Gregory Hall
Urbana, Illinois

January 21, 1960

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Intended to send you a copy of this, but with a note saying "for your information" --. Something slipped on this somewhere, I fear.

Your conclusion was correct. At the suggestion of several people, like Norman Cousins, Lenny Marks, and others -- we did send this to quite a number. Particularly to new foundations, whose area of emphasis is not yet decided. I personally don't put so terribly much faith in this, but thought it might be worth a try.

It was not sent to several with whom we already have appointments: United States Steel Foundation (recommended to Mr. Homer Turner by their San Francisco Director, who knows of our work), etc.

Harley and I leave for a week in New York, January 25 - 29, for conferences of this sort. We are even talking to a couple of professional "fund-raisers" but so far are a bit squeamish about using this, except as a last resort. Shortly after our return, perhaps sometime in February or March, we'd like very much to chat with you over developments since our last (dinner) meeting.

The crux of our problem is this: The Center (White et al) are now going into radio network distribution. Ford had given large funds to the Broadcast Foundation of America (Sy Siegel, George Probst and others), with which they bought duplicating equipment, hired staffs, and had travel funds we could only envy. They (BFA) were effectively squeezing us out of the International area, since they could pay for programs, etc. Then Ford discovered that the numerous groups (NAEB, the Center, BFA) most of which Ford created, were getting in each others' way. Hence they (Ford) exerted their influence (withholding funds to BFA) to get this on-going radio distribution set-up and a whole international relations organization transferred to the Center, including BFA's radio clientele. We were in

essence asked to give up our Network (to the Center), and may have to, since they could squeeze us out with the huge funds at their disposal (for programs which they could distribute for far less than we must charge, and of higher technical quality). The plum which can be held out to our Network members for a better service than we are now funded to provide is a powerful factor.

Besides our resistance to giving up a Kellogg-financed creation to a Ford-created complex, we have a more serious concern: we don't think United States Education should be shaped too much by a Ford-designed pattern (Airborne, continental classroom, the Center, etc.). We have several reservations about this. One: it's bad for communities to say "let Ford do it," and the local tax-roots support for education dry up, instead of being developed. Second: local station development is greatly hampered by this. Duluth plans for an educational TV station, well along, have now been dropped, thanks to the "drama" of Airborne TV. And I fear "education" from a single finance-base, in this case, the Foundation, "steers", picks staff and determines direction more than I feel justified: viz selection of White as President, etc., etc.

In the complex also is John Ivey (whom I like) and the Learning Resources Institute.

As I stated in my first note to the Board, in my new role as President, "I don't propose to preside over the liquidation ---." What we have is great loyalties, a sound grass roots base in education itself, the confidence of most professional associations, the Office of Education, etc. But we don't have money. That's now what we're working on.

At a time when we were invited in by Ford for a conference (for announcement of consolidation: DFA to the Center; funds to the Center for Radio Network, etc.) if Harley and I had willingly and promptly given up our Network, I think we could have gotten a million or two. Now, because of our ("stupid"?) foot-dragging, and "independent" attitude I fear there's no more money likely from them. This is part of the background.

After reading the fine Kellogg Report on Continuation Centers (and it was a marvelous report of a most significant Kellogg contribution to United States Education) I was tempted to write you, proposing that Kellogg consider a grant for a national Center building for us in Washington, in which would be housed our Legal, Research, Teacher Development, Professional Standards, Engineering, Publications, and other service departments. Frankly, I didn't have the nerve, in view of all you've already done for us. But this is what we need: capital, plus an endowment so we are not always fighting for survival.

But the attitude of so many is that ETV (and even radio, for which Ford has virtually no interest, except as it relates to the Center) is Ford's field, and they don't want any part of it. The danger of being swallowed up in later Ford creations, as our Network now is in danger of being, doesn't make it easy. It is only our ethics or stubborn convictions about United States Education which have prevented our getting lots of Ford money, I believe. But that's a tough one to explain to someone we don't know as well as we know you.

You may be interested to know, though, that we've discussed these concerns with Roy Hall, Commissioner Derthick and others -- who share them.

This letter, as well as the attached materials, was greatly overdue, Maurice. Trips and pressures have been hectic, however. For a couple of boys with a small staff (and me on the road so much) it keeps us busy trying to compete with the hundred-man staffs of some of the groups mentioned.

And if you have a good date to recommend, for a chat, let us know. Incidentally, Harley and I will be going to East Lansing for a meeting March 14 - 15 (going up on Sunday the 13th). Would March 16 (preferable) or 17 (if we stay over) find you "at home"? If so, we'd like to touch "home base" with you. I had planned to write you in the next few days about this anyway.

Sincerely,

Harry J. Sharnia
President

HJS:jp

BLCC: Mr. William Harley
Mr. Richard Hull
Mr. Frank Schooley
Mr. Robert Schenkkan
Mr. James Miles
Dr. John Schwarzwalder
Mr. E. A. Hungerford

P.S. to recipients of CC: By some slip-up, Kellogg got copy of our "broadside" to "new" foundations. Thought this was a good time to fill him in.

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

January 19, 1960

RECEIVED
NAEB HEADQUARTERS
JAN 20 1960
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry J. Skornia, President
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Your letter of January 15 addressed to Mr. White, Secretary of this Foundation, has been handed to me by Mr. White, and we were somewhat puzzled until we examined the letter more carefully and then decided that this is a form letter which perhaps inadvertently was sent to this Foundation. Is our conclusion right, or is there some other explanation?

Sincerely and with best wishes,

Maurice F. Seay

MFS:jf
enclosure

Kellogg Proposal

January 30, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Attached is the special project request we were invited to present to the W. K. Kellogg Foundation for its consideration. This is the project which was discussed with you in person by Mr. Schooley, Mr. Hull and the undersigned at the time of our last visit to the Foundation on September 24.

It is submitted in this preliminary form, in accordance with our recent telephone conversation, in order that it may be fully discussed and possibly revised, before final consideration is given to it.

For this reason it is also presented in some detail, and duplicated copies are being made. In case the Foundation wished to call a meeting of educators to consider it, or to refer it to others who may be less familiar with the NAEB than you are, it was our belief that this more comprehensive statement might be useful. We shall be glad to provide additional copies if they are desired.

We are most grateful to the W. K. Kellogg Foundation for the privilege of presenting this request at this time. We would be glad to provide any other information required for its consideration at any time.

Sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

hjs:rs
Enclosures (3)

CC: NAEB Board of Directors

A Request to the

W. K. Kellogg Foundation

for a Project in

Teacher Training and Professional Standards Development

from the

National Association of Educational Broadcasters

Introductory Statement

This is a special request to the W. K. Kellogg Foundation for a limited-term, intensive project in two related areas:

1) Teacher-training in the most effective understandings and uses of television and radio as educational instruments. This will involve the close cooperation of several teacher-training institutions of the United States, and will cover both production and utilization aspects of these media.

It will involve bringing together the skills of communications and content area experts with those of experts in teaching procedure and educational philosophy. The end-product of such a project will be sound courses and curricula in this area, eventually in all or nearly all of the schools of education and teachers colleges of the nation. This need is of great urgency in view of the many educationally irresponsible uses being urged (which would in many cases only make education cheaper rather than better and richer) and the trial and error procedures which now so largely prevail as definitions of the educational roles of television

and radio are sought.

2) The development of a profession of educational broadcast practitioners in the United States -- a self-policing profession with respected and recognized standards, with specialized sections, and the educational status and esprit de corps which characterize genuine professions. This group will include both the teachers and teacher-trainers reached in 1) above and the other educational station staff personnel for whom the NAEB has been providing training and professional advancement during the past eight years.

This is a need which the NAEB has been seeking to meet for several years through committee work. It is now apparent that this double objective can be achieved in a manner of which we can jointly be proud, only by an intensive developmental effort with other educators, which this type of grant would make possible.

Background and Explanation

It was in 1949, at the time of the NAEB's first Seminar at Allerton House, that an awareness began to crystallize in the Association of the contributions to American education and culture which educational broadcasters, if welded together into a genuine profession, could make. Until that time the NAEB (which had from 1925 to 1934 operated as a loose association of station managers under the name of The Association of College and University Broadcasting Stations) had had as its major emphasis government relations and common management problems, as was to be expected of an organization

operating principally as a protective association organized to halt the then current decimation of educational radio stations, which were in danger of complete extinction. In the fifteen years between January 1, 1921 and January 1, 1937 the total number of educational station licenses in the United States had dropped from 202 to 37. Several of these, in desperate efforts to survive, had made compromises which greatly clouded the definition of educational broadcasting. Many were operating on a commercial or semi-commercial basis. The membership of the ACUBS numbered only 20 stations in 1933. By 1944 membership in the Association (whose name was changed in 1934 to the NAEB) had risen to only 23 stations.

In the late 1930's the NAEB, working with the United States Office of Education, filed requests for the reservation of both AM and FM radio frequencies for education in order to protect educational services against commercial onslaughts, which they were demonstrably unable to withstand, with the hope of preserving these electronic media as resources of American education. In its reservations of 1938 and 1940 the Federal Communications Commission finally set aside five channels in the ultra-high radio band (later designated as FM) for education. No reservations were granted for education in AM radio (the "standard" radio service). The NAEB is still continuing its efforts, with other responsible educational groups, to secure such reservations for education, for <u>all</u> available electronic media should, we feel, be as available to education as to commerce.

In 1948, at the Annual meeting of the NAEB on the campus of the University of Illinois, Richard B. Hull, then President of the NAEB, called upon the organization to raise its sights and become a more constructive force in education if it wished to deserve support as a genuinely educational service. The trade press at that time carried conjectures as to whether this young organization would be able to survive the struggle between the "status quo" group, which saw itself essentially as broadcasters, and the "progressive" group, which saw itself essentially as educators.

By a margin which was not as great as we would wish, the association voted to support new goals for the NAEB, and to seek Foundation support to assist in their achievement.

At the same time the NAEB voted to request the reservation of television channels for education. In the ensuing few years, the NAEB was able to rally the support of other organizations for this effort, which culminated first, in the formation of the Joint Council on Educational Television, of which Mr. Hull was the first Executive Director; and secondly, in the actual allocation for education of 257 channels in the TV spectrum for education's own national television service.

Thanks to the efforts of Dr. Wilbur Schramm, then Dean of Communications at the University of Illinois, on behalf also of the NAEB, funds were secured from the Rockefeller Foundation to hold the 1949 Seminar, mentioned above.

At the time of this Seminar, in spite of the allocation of FM fre-

quencies for education, there was a growing and sober recognition of the fact that, like AM radio, FM might well again be "the light that failed." If the new stations, and the gradual resurgence of educational broadcasting in the United States, were to be soundly-based, it was apparent that firmer integration of educational broadcasting facilities into the total educational structure of the educational institutions which owned and operated them, as recognized and bona fide educational instruments, was necessary. If this challenge was to be met, it was incumbent upon the NAEB to proceed with all possible resources and energy to develop trained, educationally-sound professionals at the management and staffing level of these stations -- replacing the persons in English, speech, engineering or other departments, who had first been "tapped" by their institutions and made responsible for operating this "toy" or "public relations outlet" -- which many administrators had heard was a fine idea, without appreciating the directly educational potential of this new instrument, or the importance of selecting to operate it some of the best people on their staffs. Many of the stations, up to this time, were operated by single departments of the institutions owning them. Their use as an instrument for tapping all the resources of the parent institution was only vaguely perceived. Many were essentially "amateur show" operations, barely distinguishable, except for the absence of commercials, from commercial stations. In fact, in most respects they aped commercial operation as the only conceivable way of using radio. Unless a broader and more educationally useful purpose was visualized for them, such stations did not

deserve to survive.

Following the 1949 Seminar, a request was approved at the 1949 Convention, which was submitted to the W. K. Kellogg Foundation for funds to establish a national educational tape network and a national headquarters for the NAEB, with a paid permanent staff. It was with the granting of these requested funds, on May 23, 1951, that what had previously been only a dream began to become reality.

Within four years of the first grant, the NAEB Radio Network was self-supporting. The NAEB Headquarters, made possible by this grant, gave the NAEB the mechanism and staff which made possible the business-like acceptance and administration of other grant funds in the slow but steady climb of the association toward status as a respected service organization in educational broadcasting and the still slower progress toward achievement of its related role as the professional association of those responsible, as management and staff members, for the operation of educational radio and television facilities throughout the nation.

It is obvious that, before a true profession can be developed, professional personnel must be created to fill it, and must be numerous enough to justify it. During the past ten years, to this end, the NAEB has conducted some 24 Seminars and workshops for the various types of personnel responsible for the educational broadcast facilities of the nation. These are outlined in the attached "Training Program of the National Association of Educational Broadcasters." This training program has been the first step in the creation of an educationally-responsible

core of broadcasters, a nucleus for a truly professional association, and insurance against a repetition of the earlier fate of educational radio. As will be noted, many of these seminars and workshops had to be conducted by the NAEB itself, with funds from the W. K. Kellogg and the Ford Foundations, because of the absence, in educational institutions, of mechanism, courses, personnel, and curricula for this type of training. In this role, however, the NAEB has sought to serve mainly as a catalyst and example to provide the stimulus for the introduction of such courses in the curricula of educational institutions, themselves. To supplement this catalytic effort, in recent years, grants-in-aid were awarded to colleges and universities to permit them to up-grade radio and television workshops they were by 1956 beginning to hold, by adding outstanding consultants or staff members to what they would otherwise have been able to do.

The results of these efforts, particularly in the areas of production, programming and technical operation, are now encouragingly apparent. As this objective approaches realization, as it now does, in nearly all areas except the training of teachers -- both those who broadcast and those who utilize broadcast-lessons -- in accordance with the uncompromising standards which the NAEB has sought to establish by example, the NAEB can once again concentrate on the achievement of its role as a professional association of these professionally-trained individuals with the highest standards which a respected profession can devise. This involves the development of standards, qualifications and classifications for individual NAEB professional membership as described later in this document.

Several other factors explain the delay in the achievement of this objective:

In 1957 the Association for Education by Radio and Television, at that time the only organization in existence in the United States which seriously sought to be the sort of professional organization described above, found itself in financial difficulties and unable to continue. Since this was the direction in which the NAEB was moving, the AERT was merged with the NAEB, which assumed responsibilities for the AERT's Journal and functions. However, this inheritance presented considerable problems. The AERT had had no qualifications for membership, other than the payment of an annual membership fee. Some members of this type of organization, therefore, as was natural, resisted the development of standards which would, in many cases, exclude them from membership. Moreover the NAEB was not itself in a sound enough financial position to develop and enforce standards which would decimate this membership, modest as it was, with the resultant decrease in annual membership payments, which are virtually the only source of funds for the principal publications, cost of legal counsel, and numerous other expenses of the Association. Due largely to problems of a financial nature, this role has been delayed each year, and progress has been slow.

A second factor, which required careful consideration, was the development of closed circuit television in the United States on an unexpectedly rapid and large scale, as compared with the hoped-for development of actual broadcast station facilities. This development was due in large

part to lack of funds to build and operate actual stations, of course, and is symptomatic of the same educational poverty which has delayed the NAEB's achievement of a self-supporting status. Those in charge of such facilities naturally turned to the NAEB for guidance and assistance. But this raised basic questions within the NAEB. The NAEB Constitution made no provision for institutional membership by closed circuit installations. At the October, 1958 Convention the NAEB Constitution was amended to open the doors to this type of membership. This, in turn, brought an assumption of responsibility for service to the hundreds of teachers newly-assigned to uses of this new medium.

Since there was no other organization to turn to, the teachers responsible for in-school courses of instruction, and utilization of these media, sought a home, or association. Could they count on the NAEB to be their professional association?

Experimentally, before deciding this question, the NAEB conducted two seminars in 1958 for this type of individual, as well as for teacher-training institution representatives, and administrators of educational institutions with, or just installing, closed-circuit television. It was not until these seminars were completed, and the reports and reactions of participants and consultants were in, that a decision could be made. This decision was that these people were indeed the type who should be included in any definition of a professional association of individuals whose principal functions are using these media for educational purposes. The NAEB Constitution change, mentioned above, followed this decision. The

entire new concept of the profession which this opened up made us grateful that we had not previously established qualifications which might have excluded them.

However, unless the NAEB proves promptly responsive to the needs of such people, it is a virtual certainty that such individuals will either find their homes with various audio-visual and other organizations (we do not here refer to the perfectly natural membership of such individuals in such content-oriented organizations as the American Association of Teachers of English, ((Science, Modern Languages, etc.,)) which we seek to encourage) or will form a splinter group of their own. This we feel would be unfortunate in that it would create separate organizations for closed-circuit and broadcast users of these media, and would further weaken and confuse the development of their best uses in all capacities and forms.

A final delaying factor has been the international role of the NAEB. Within the last two years individuals from the NAEB have been invited to serve as speakers, judges, and consultants at various educational conferences abroad, particularly in Canada, Europe and Latin America. Since the NAEB is a unique organization internationally as well as in the United States, educators and educational broadcasters of these nations naturally inquire regarding the possibility of membership by them in the NAEB. Thanks to the efforts of various NAEB representatives, for example, educational television is on the threshold of realization in Canada, Venezuela and several other nations. No great obstacles are foreseen which would prevent membership by them in the NAEB until developments and growth warrant the formation of their own organizations -- and undoubtedly a new international role for the NAEB eventually. However, a sobering responsibility is placed on the NAEB

to make sure that standards and qualifications established for educational broadcasters and teacher-users of the United States, will be as carefully designed and as professional in nature as the best minds available in our nation can make them. The NAEB's role as the leader in the birth of a new profession, internationally as well as nationally, requires the utmost in care and responsibility. For this reason, not only educators of the United States but also those in such organizations as UNESCO, and various international scholars with unique contributions to make must be consulted in the establishment of a sound foundation for what we believe will one day be a recognized, respected profession, policing itself as rigorously as the professions of medicine, dentistry or law. The possible indirect influences of such a development on the commercial media, as well, are obvious.

In the request presented herewith, we have attempted to meet the responsibility incumbent upon us. Although the NAEB would be the central, coordinating agency in the project proposed, the minds and counsel required will be those from all the disciplines which education encompasses, as well as the cooperative efforts of teacher-training institutions on whom, eventually, must rest the burden of developing in teachers the understandings and skills required to cope with the advantages and strengths, as well as the limitations and dangers, of electronic communications media as basic core educational instruments.

At a meeting December 5-6, 1958 of the NAEB's Professional Advancement Committee, with the President and the Executive Director, an effort was made to develop the steps to be taken in this project. At that time it was felt that, in spite of the steps already taken, considerably more pre-preparation was necessary prior to formalizing our request in final form. It required careful discussion, for

example, with representatives of the American Association of Colleges for Teacher Education and other such groups, to insure responsible educational standards; to insure against any organizationally unilateral projects which might dislocate responsible efforts already being made by other groups; and to avoid steps which might crystallize opposition to the uses of, or delay development of basic rather than merely gadget-oriented training in the uses of these new electronic media. It was felt essential, in view of the educational and curricular implications of this project, to secure the reactions of a few Deans of Education, or the responsible heads of teacher-training institutions, whose cooperation with the NAEB in this nation-wide pilot project will be essential if it is to succeed. For it is our hope that this effort will set standards for courses, without dictating their level, number or variety, in hundreds of such institutions within the next few years.

Although members of the Committee have since discussed this proposed project in broad terms without mention of the W. K. Kellogg Foundation with their respective deans, and the Executive Director has also discussed it in similar terms with representatives and officers of the AACTE and the ASCD, all of whose reactions so far are most reassuring and encouraging, we have not yet felt free to discuss it in specific terms with reference to the W. K. Kellogg Foundation. Therefore, the suggestion made by the group at the time of our December meeting is felt to be possibly still applicable. This suggestion is that we might suggest that the W. K. Kellogg Foundation itself, with its broad background in the educational area, might convene a small meeting of Deans of education, Presidents of Teacher's Colleges, and possibly representatives of the AACTE and the ASCD, to discuss with represen-

tatives of the Foundation and of the NAEB the full implications of this project. It is our feeling that some such careful consideration would be indicated to insure acceptability and to help avoid the pitfalls which any such pioneer effort is likely to encounter. Such a meeting would of course precede any final decision by the Foundation on this proposal, and would also affect the final form in which it would be submitted.

In view of our promise to have the present document before the Foundation by February 1, however, it was felt desirable to submit it in this preliminary draft by that time, for whatever discussion and further preparation, investigation, or explanation may be indicated.

One of the other problems which might be explored in such a preliminary meeting as is suggested is this: although all of the Deans of Education so far consulted are sympathetic to such a proposal as this in general terms, we sometimes have the uneasy feeling that many other deans and administrators are not aware of present deficiencies in the communications systems of their own schools, or in their own concepts. We also feel that many are not aware of the tremendous difference which is possible between traditional classroom instruction (at whatever level) and the new patterns of organization which the full potential of television and radio, properly understood and viewed, make possible.

For, humble as we are in the face of this problem, we feel that there is a mutual process of "education" needed, to which we, as well as they, can make significant contributions. Beginning, therefore, with a few such liberally-oriented Deans and other officers, we believe that the prospects of developing a workable understanding of both the need, and the manner of meeting it, will be greatly improved.

Disruptive as television and radio can be to traditional concepts of education, and many educationists, if fully used by education, we believe that they will be resisted by some as long as possible. Certain early efforts in the use of television for education, based principally on saving teachers, space and money (although they do have a usefulness to do these things too) rather than on improving education, have already created a climate of resistance in some quarters which can be overcome only with the utmost of understanding and cooperation.

Such a meeting as proposed here would of course be very similar in many respects to several of the seminars listed in the present grant request itself. And it is our hope that some or all of those attending this initial conference (or others, whom they, the NAEB and the Foundation might mutually suggest), if the project were to be approved, might serve as an advisory committee throughout its term. One of the first of the other meetings listed in the proposed budget below would involve assembling the best authorities available from other organizations in the natural and social sciences, humanities and education areas, with representatives from UNESCO and others with related experience and broad background, to begin the intensive study and testing necessary to establish eventual qualification categories for membership in the NAEB as a professional association, which is the second and parallel half of the development visualized in this proposal.

To discuss this professional development effort briefly: It will be noted that the individual membership of the NAEB, being a relatively new category, now numbers only some 300 individuals. Progress is so far slow in view of the difficulty of answering the question of people who do not now feel themselves as the part of a profession: "What do we get out of it?" So far the Newsletter and

Journal, which have been virtually all we have been able to offer individual members so far, have not in their present form been adequate to attract new members in large numbers. The developing of an awareness of a growing profession of which they are a part, as outlined in this proposal, should have encouraging results.

The actual potential is probably on the order of 5,000 to 10,000 at present, including staff members of NAEB active members and closed circuit installations, and the large number of teachers already engaged in TV and radio teaching and utilization. During the interim period while professional standards and standards for membership are being developed, it is expected that this individual membership category will continue to increase gradually, in spite of the absence at present of such standards. Eventual standards, to be developed, can therefore probably not be made retro-actively effective. This appears to be true in the development of earlier professions as well.

However, during the period of the proposed grant project, it is our hope that the status and qualifications of educational broadcasters and the teachers who use these powerful and influential instruments of education, will become increasingly important to educational administrators. This is in turn related to the effort of the NAEB to achieve self-support.

During the past year the NAEB has experimented with self-supporting workshops and seminars. It will continue to do so. However, on the basis of present experience and inquiries it appears that a charge of approximately $100.00 for a workshop is the maximum that can be charged, and that the present ability of

teachers to pay, or the present evaluation of funds which schools are willing to make available, is more nearly of the order of $50.00 as the "ideal" registration charge which could be counted on at the present state of recognition of educational broadcasting as a profession. This contrasts sharply with the $500.00 charged by the National Association of Broadcasters (NAB), the association of commercial stations of the United States, for their management and other seminars. Considerable subsidy of the sort included in this request seems inevitable if the NAEB is to help raise the local as well as national status and qualifications of educational broadcasters to the level of other employees of educational institutions, whose importance to the whole institution's functions is recognized sufficiently to justify more expenditure on the part of the institutions themselves for in-service training, conferences and related activities in this new field.

At present it is unfortunately true that many of the NAEB members who attend our conventions, workshops and regional meetings must do so wholly at their own personal expense. That they do so is a compliment to the enrichment which these meetings or seminars provide. However, in view of the resources available to such individuals generally, it is also a stringent limiting factor in considering the possibility of complete self-support for such seminars and meetings at this time. It also provides dramatic contrast to the situation of extension editors and members of other departments of educational institutions which are older and more firmly established or have access to federal or other funds. We believe that this situation is natural to a new field, not yet fully defined or understood, and that eventually, thanks to efforts of the sort we have outlined, this situation will be greatly improved.

Finally, before presenting the specific request in final form, it is our belief that we should make clear some of the respects in which the sort of teacher-training which the NAEB visualizes as essential, differs from that which too often now prevails.

In the first place, the NAEB sees television and radio as mutually complementary. No other organization, to our knowledge, has through the years so stubbornly insisted that there are essentially equal roles for both media to play, and that both can be eminently useful, if the educational needs of the nation are to be served and the realities of educational financing are to be faced. Therefore, these two electronic media, with such related potential developments as facsimile, multiplexing and stereophonic broadcasting, are approached together, rather than separately, in isolation, or unrelated to all the other materials of instruction which are available.

Optimum use of television and radio for education also requires the maximum possible knowledge of films and all other audio and visual aids, as well as of the learning theories involved in the uses of any "tools" for teaching. Radio is a synthesis of all known aural methodology and tools, as well as offering the advantage of immediacy and emotional reinforcement of the intellectual. Television provides a synthesizing factor and force for all the visual as well as aural aids and techniques so far available, as well as sharing with radio the new dimension of immediacy -- a dimension greatly needed at a time when textbook chapters can be made obsolete virtually overnight. The utmost cooperation with all other media organizations is requisite in the development of teacher-training courses, particularly, in this field.

Secondly, virtually all the instructors of courses which currently attempt to teach the uses of these media appear to be still oblivious to the basic differences in the effects of the media, regardless of content, or the earlier devices or media they include. The understanding needed is suggested in an article by Dr. Marshall McLuhan, of the University of Toronto, in the December issue of the NAEB Journal, attached herewith. A clear understanding of the basic nature of the electronic media, so different in their total and side effects and potentials from the printed media or even the film, is a foundation which must precede "techniques" instruction, if these courses are not to become merely orientation in the use of gadgets. It is precisely this understanding which is lacking in most present uses and teacher-training programs.

To presume to describe the peculiarities of the electronic media in depth in this document would be impractical. It is hoped that the approach outlined in the article of Dr. McLuhan, who would serve as one of several consultants in this project, may suggest the directions in which we feel any courses in the uses of the electronic media must be guided if maximum value from their use is to be realized. And, we might add, if many easy dangers in the patterns of their use are to be avoided, lest they become permanent and limiting for the future.

Proposed Project and Budget

A. The Coordinator and his functions:

The proposed project would be coordinated by a Coordinator of Professional Advancement, whose functions are outlined below. This procedure has proved practical in the past for the NAEB in the development of special projects in such other areas as Research and Engineering.

This Coordinator would be an educator of recognized standing. Although he would be appointed by the NAEB Board and would be responsible to the Board through the Executive Director, suggestions for candidates for this limited term appointment would be sought from various organizations and individuals outside the NAEB as well, notably from institutions scheduled to cooperate with the NAEB in this project. It is felt that a qualified individual of the type needed for such an important development could not be secured for a limited-term appointment for less than the sum mentioned here.

Necessary qualifications for this individual will become clearer as we list his functions. This coordinator will:

1) Coordinate the work of consultants secured to develop individual membership qualifications in the NAEB, as a working committee.

2) Plan and implement the teacher-training program outlined and yet to be finalized, including workshops, conferences and meetings as listed below. This also includes the handling of relations with co-operating institutions and individuals, and the adequate reporting thereof.

3) With the chairmen of appropriate NAEB Committees (Professional Advancement, Utilization, Membership, and others) develop an intensive program for the development of the esprit de corps on which professionalism must rest, and initiate new member services in this area.

4) Travel as necessary for the supervision of consultants and regional meetings -- and for representing the NAEB, as designated and invited, at the meetings of other professional groups. It is expected that the

coordinator would be paid approximately $15,000 per year and a secretary-assistant for him approximately $5,000. In both figures retirement and workman's compensation are included.

B. Seminars and other meetings:

Tentatively envisioned so far are the following meetings and types of meetings. Finalization of details would be withheld pending both the meeting suggested above and the appointment of the Coordinator to implement them:

1) A group of representatives of the schools of education and/or teachers colleges cooperating in the project who would serve as the advisory committee of the Project. $4,000 per year for 2 meetings per year is listed for this purpose.

2) A Seminar of qualified Consultants to begin the development of professional standards. This would be perhaps 6 to 10 individuals, for whom a consultant fee and travel would probably have to be paid for perhaps three three-day meetings per year. The budget listed, including travel, is listed at $4,000 per year.

3) Two National Seminars per year, principally for those who would teach the teacher-training courses in radio and TV production and utilization from the some 6 (at first) to perhaps 20 (eventual), cooperating schools of education and teachers colleges involved in the project. Including outside Consultants (e.g. Marshall McLuhan, mentioned earlier): $5,000 each for a total of $10,000 the first year, $7,500 the second year and $5,000 (to insure a final seminar) the third year.

4) Four to six local/regional seminars, on as near a self-supporting basis

as possible. Registration fees of from $50.00 to $100.00 would be charged. No travel would be paid. Since these would be local or regional, it is our belief that the costs of travel would not be the inhibiting factor which they would constitute for national meetings. The NAEB's contributions would be limited to reimbursing cooperating institutions for actual expenses, reports and demonstration materials expenses, and paying for necessary consultants. Estimate: $1,500 per workshop the first year, $1,000 the second year and $500 the third year for a total of $6,000 the first year, $4,000 the second year and $2,000 the third year. All income would be used to reduce the actual grant expenses used for this purpose. A gradual effort, as needed, would be made to make these increasingly self-supporting, through the life of the project.

These workshops and Seminars would also be principally, but not exclusively, for teachers and teacher-trainers. Some of the other emphases, as now visualized, would be in the fields of graphics and visual aids; script planning and writing; production; series planning; evaluation; and new testing procedures to meet the needs of the new media. Cross-pollenization with communications, techniques, content and teacher-training procedures would be emphasized.

C. Consultants and other expenses:

Besides the above workshops, qualified consultants would be provided each of the cooperating institutions and/or the teachers of such courses as will be developed under this project; these services would be provided particularly

at the beginning of the school year or summer session. However, the coordinator would have the responsibility of seeing that these schools are serviced, as necessary, throughout the year to meet newly-arising problems and to insure the availability of maximum resources in the initial stages of this project, as initiated at each institution, in setting up pilot courses. Estimated consultant fees (at $50.00 to $100.00 per day) plus travel: $4,000 per year.

D. Supplies and Expenses:

This includes the usual expenses of office materials and expenses as well as reimbursement to cooperating institutions, when necessary, for the costs of films and other materials, special seminar reports and others not available from other sources. (Some such materials are also listed as a part of workshop expenses in items 3 and 4 above.) For the Coordinator's office and the project, per year: $5,000. There is some possibility of reduction of this item in the second and third years of the project, below the sum shown, although such a reduction is not yet indicated below, pending further investigation.

E. Travel:

Of the Coordinator and in some cases other NAEB officials as required for implementing this project, per year: $3,500.

Budget Summary - per year (for first year)

| | |
|---|---|
| 1. Coordinator | $15,000.00 |
| 2. Secretary-Assistant | 5,000.00 |
| 3. Advisory Committee Travel and per diem (if necessary) | 4,000.00 |
| 4. Professional Standards Committee | 4,000.00 |
| 5. Two National Seminars | 10,000.00 |
| 6. Four to six local-regional Seminars | 6,000.00 |

| | | |
|---|---|---|
| 7. | Project Servicing Consultants (travel and per diem) | $ 4,000.00 |
| 8. | Supplies and Expenses (Coordinator's office and project) | 5,000.00 |
| 9. | Travel: Coordinator's office and general project (not otherwise covered) | 3,500.00 |
| | Total, first year | $ 56,500.00 |

Since it is believed that items 5 and 6 could be reduced each year, as indicated above, the three-year budget proposed would be as follows:

| | |
|---|---|
| For 1959-60 | $ 56,500.00 |
| For 1960-61 | 52,000.00 |
| For 1961-62 | 47,500.00 |
| Three-year Total | $ 156,000.00 |

We thank the W. K. Kellogg Foundation for the opportunity to submit this request in this preliminary form and stand ready to discuss it at any time.

Respectfully submitted on behalf of the NAEB Board of Directors, William C. Harley, President

by Harry J. Skornia

Harry J. Skornia
Executive Director

Urbana, Illinois

January 30, 1959

COPY

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

January 30, 1959

Dr. Harry J. Skornia, Exec. Director
National Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

The request of the National Association of Educational Broadcasters for continued support of its program received by us on October 27, 1958, and enclosed with your letter dated October 23, 1958, and other materials relevant to this proposal which you sent to us have been carefully reviewed.

Your request submitted to us in May of 1955 and approved by us in February of 1956 indicated that you were seeking support from this Foundation in order:

1. To continue the Headquarter services to NAEB members -- active, associate, and affiliate, and to non-members interested in and concerned about the use of radio and television in education.

2. To continue the publication of the NAEB Newsletter and other related publications that will serve educational broadcasting.

3. To continue the work of committees from which will come other contributions to better educational radio and television broadcasting.

4. To aid in the upgrading of programs and the uplifting of staff personnel levels by seminars, workshops, and meetings of NAEB regions and committees.

5. To foster, encourage (and where financially feasible, sponsor) research in educational broadcasting to the end that the results willbring better broadcasting and better education.

6. To so conduct the affairs of the NAEB that its stature and leadership shall continue to grow, in importance, quality and respect, enabling this association to continue its contributions to education in our society.

We understand from your proposal submitted to us last October that you are seeking additional support from this Foundation in order to continue the program which has been under way during the past three years and which has had as its objectives the items listed above.

In your proposal you submitted two budgets -- one which was labeled "Request No. 1, Minimum Budget," and another labeled "Request No. 2." This second budget contained for each item a "minimum" and an "optimum" figure. I am pleased to report to you that our Board of Trustees has acted favorably upon the recommendation that another commitment be made to your organization. This additional commitment, based upon the minimum budget of Request No. 2, with the item "International Relations ($5,000)" omitted and with a reduction of $250.00 in the item "Administrative Expense," involves an annual budget of $55,965.00. We understand that you expect to receive from other sources for use in this budget $9,165.00 for the year 1959-60, $19,165.00 for the year 1960-61, and $29,165.00 for the year 1961-62. Your request for funds from this Foundation, therefore, is for $46,800 for 1959-60, $36,800 for 1960-61, and $26,800 for 1961-62, or a total of $110,400 for the three-year period.

The commitment which we made to your organization in February of 1956 for a three-year program ends on June 30, 1959 and we understand that it is agreeable with you to begin this new program on July 1, 1959 and that the fiscal year for the new program will be from July 1st to June 30th.

If the terms listed below are acceptable to your Association, this Foundation will make available to your Association $110,400 as a three-year commitment for the conduct of this proposed program:

1. The funds for this project shall be accounted for in a special account which will be set up in the business office of the Association and at the close of each fiscal year an official financial statement, certified to by the Association's chief disbursing officer, will be submitted to the Foundation. This financial report will show the income and disbursements according to the items of the approved budget and will clearly indicate the amount of cash balance, if any, on hand at the end of the fiscal year.

2. At the close of each fiscal year a written program report will be submitted to the Foundation concerning the activities and developments that have occurred.

3. Subsequent payments under this commitment will be contingent upon evidence of satisfactory progress in the program as revealed in the Annual Program Report and through other sources and upon receipt and approval by the Foundation of the Annual Financial Statement and upon receipt and approval by the Foundation of the projected plans and budget for the next fiscal year which may include phases of the program which were not activated during the previous year.

4. Any unexpended balance existing at the close of a fiscal year will be deducted from the payment for the next fiscal year, unless provisions acceptable to the Foundation are made in advance for carrying funds committed to continuing activities.

5. If at the end of the three-year commitment there remains any unexpended funds or if the program is terminated at any other time, any unexpended cash balance is to be returned to the Foundation.

6. Any anticipated change in the itemized budget which has been approved for a particular year should be made in writing and submitted to the Foundation for approval prior to expenditure.

7. Any salary increases or contributions to retirement plans above those planned in the budget which is submitted with this proposal are to be provided by the Association unless approved in advance by the Foundation.

8. The NAEB agrees to disseminate, through established channels of communication or by special reports, pertinent information relating to the results, findings, or methods developed through this grant.

9. We request that you release no publicity concerning this commitment until you receive our first payment. The Foundation ordinarily does not publicize its assistance to projects and programs unless they appear to be of particular public interest. In the event such a Foundation news release appears desirable, we will accompany the first payment to you with a copy of our release post-dated ten days so that you may synchronize with that date any release you may be contemplating. It is, of course, entirely optional with you as to whether you publicize the commitment.

10. In case of national emergency the Foundation reserves the right to review the program and negotiate with the National Association of Educational Broadcasters as to modification or termination of the program in view of the national situation.

Upon acceptance of these conditions by you the Foundation will schedule during July of 1959 your first payment of $46,800 for the first fiscal year of the program (July 1, 1959 to June 30, 1960).

We understand that the check is to be made payable to the National Association of Educational Broadcasters, Inc.

As we have reviewed the work of your Association we have been encouraged greatly by the progress made and by the quality of the program conducted. We are glad to be associated with you for another three-year period with the hope that during this time your organization will not only render a very valuable service to American education, but will also secure greater stability with respect to ways and means for permanent support of its operational program.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh
enc.
cc - Mr. William Harley
Mr. Frank E. Schooley

P.S. -- Since your current commitment ends on June 30, 1959, and since the new project begins on July 1, 1959, we will expect the return of any unspent cash balance remaining in your project on June 30, 1959, unless permission has been secured from us in advance for the use of those funds remaining at the end of the current fiscal year.

It is also understood that the unexpended commitment funds, amounting to $4,149.00, which have not been transmitted to you for your current project are now canceled.

Bill Harley } were sent photos 2/2/59
Dick Hull }

COPY (of handwritten note sent Saturday)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall
Urbana, Illinois

January 31, 1959

Mr. Maurice F. Seay
Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

re: Your grant letter, just received

No secretaries available on Saturdays. And a formal acknowledgement letter will be sent you early next week. But I did want to get this off, even though as written by hand, to thank you most sincerely. All conditions will be observed.

I wanted to tell you that I feel a little cheap with our special request report reaching you just after this wonderful development --- lest we appear greedy. Our effort to meet the date you suggested for presentation of the special project request, February 1, provides a coincidence in dates about which I'm somewhat shamefaced. It seems a bit ironic and I wanted you to know we're not insensitive to this.

With deepest appreciation and gratitude.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dp

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

February 2, 1959

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 9-2116

Dr. Harry J. Skornia, Exec. Director
National Association of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

The planning which you and your friends have been doing with respect to Teacher Training and Professional Standards Development is indeed fine. I have enjoyed reading your proposal and although we can not give it serious consideration, I do hope that you are able some how to bring it into your program.

As we review our support to this field of interest, we think it wise to limit our aid at the present time to the project which we recently approved for the general support of the NAEB. We are just sorry that we do not have sufficient funds so that we could be of greater aid to your Association. As I have probably explained to you, our big problem is that we have presented to us so many wonderful proposals.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

Gentlemen (and Gertrude) of the Board & Finance Committee:
This came just as we were stuffing the good news into envelopes for you.
I suggest that we now redo this one & start on Other Foundations.
Surely a fast reply. Hot it Feb. 2 & wrote this February 2. Guess they had already run out of money.
Harry Sk

February 3, 1959

Dr. Maurice F. Seay
Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

This will acknowledge with deepest appreciation your letter of January 30, 1959, notifying us of approval by the Board of Trustees of the W. K. Kellogg Foundation, subject to the conditions set forth in your letter, of a three-year grant to this Association of not over $110,400. Subject to deduction of balances left over each fiscal year, this grant would be made payable in the amount of:

$46,800.00 for the fiscal year July 1, 1959 to June 30, 1960

$36,800.00 for the fiscal year July 1, 1960 to June 30, 1961 and

$26,800.00 for the fiscal year July 1, 1961 to June 30, 1962.

In meeting the conditions of this grant, each year, the NAEB agrees to the following terms:

1) To set up a special account in the office of the NAEB Treasurer for these funds, and to submit an annual financial statement, certified by the NAEB Treasurer, which will show, by budget items, income, disbursements and cash balance, if any, for each fiscal year period.

2) To submit an annual program report at the end of each fiscal year.

3) Subsequent payments after the first year are contingent upon satisfactory progress as indicated in the above reports and other materials, and are subject to approval by the Foundation of these reports and of proposed plans and projects in each case prior to issuance of the following year's payment.

4) Unexpended balances at the end of each fiscal year are to be deducted from the next year's payment unless prior approval by the Foundation is secured for carrying forward such funds as are committed to continuing activities.

5) Unused funds remaining at the end of the third year, or upon termination of this grant at any other time, are to be returned to the W. K. Kellogg Foundation.

6) No change in the itemized budget of the NAEB for any given year will be made without securing the prior approval of the Foundation, on the basis of a written request.

7) Increases in salary or retirement contributions are to be borne by the Association unless approved in advance by the W. K. Kellogg Foundation.

8) The NAEB agrees to disseminate, through its regular publications and/or special reports, findings, educational progress and results developed under this grant.

9) No publicity on this grant will be released prior to receipt of the first payment. After the receipt of the first payment the NAEB will publicize the grant only to the extent of publishing a story in its monthly Newsletter. Such Newsletter story will be submitted for pre-publication approval by the Foundation if the Foundation so desires. In the event the Foundation decides to issue a release at the time of the first grant payment, the NAEB Newsletter story will be written to conform to the release date of, and the information contained in, the Foundation release.

10) In the event of national emergency, this grant is subject to review and negotiation, alteration or termination in view of the national situation.

In item 1, under the first paragraph of your letter, we respectfully request permission either to delete the specification of members: "active, associate and affiliate", or to add to those words the additional words "individual and honorary", the latter two categories having been added since the original terminology was developed for our earlier grant.

It is understood that the $4,149.00 balance remaining in our current grant, and not yet transmitted, is hereby cancelled.

At a later date it is likely that we shall be writing you concerning a possible balance which may remain in our current account. No use will be made of any such balance unless the Foundation fully approves such a request in advance.

On behalf of the Board and members of the NAEB, whose growth and increasing contributions to American education are already due in such large measure to the support of the W. K. Kellogg Foundation, I should like to express again our gratitude for the understanding and support which this new grant represents. We shall spare no energy, care or dedication in our efforts to make sure that the results of this new grant will provide us mutually with a sense of pride in important achievement and imaginative leadership in American education.

Most sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS/dp

cc: NAEB Board of Directors

Kellogg

February 4, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

I would indeed be remiss if I did not add my expression of sincere appreciation to that already voiced on behalf of NAEB by Harry Skornia. One might challenge a statement that my appreciation is deeper than Skornia's, but certainly you wouldn't challenge one of longer standing. As an oldtimer, both at Illinois and in NAEB, it is a real pleasure to note recognition given NAEB by the W. K. Kellogg Foundation. While fast going out of NAEB offices, I assure you of my continued interest in and support of those things for which NAEB stands.

With kind personal regards to you, and to Mrs. Seay.

Sincerely,

Frank

Frank E. Schooley
Director of University
Broadcasting

FESfb

cc: Harry Skornia
William Harley

February 4, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

This will acknowledge with thanks your letter of February 2, in reply to our special project request to you of January 30.

We are sorry that funds are not available from the W. K. Kellogg Foundation to support it. However, we are grateful for the opportunity to present it for consideration, and thank you very much for your reaction and good wishes.

Most sincerely,

Harry J. Skornia
Executive Director

hjs:rs

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

February 2, 1959

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 3-8118

RECEIVED
NAEB HEADQUARTERS
FEB 3 1959
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry J. Skornia, Exec. Director
National Association of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

The planning which you and your friends have been doing with respect to Teacher Training and Professional Standards Development is indeed fine. I have enjoyed reading your proposal and although we can not give it serious consideration, I do hope that you are able some how to bring it into your program.

As we review our support to this field of interest, we think it wise to limit our aid at the present time to the project which we recently approved for the general support of the NAEB. We are just sorry that we do not have sufficient funds so that we could be of greater aid to your Association. As I have probably explained to you, our big problem is that we have presented to us so many wonderful proposals.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

Gentlemen (and Gertrude) of the Board + Finance Committee:

This came just as we were stuffing the good news into envelopes for you.

I suggest that we now redo this one + start on other Foundations.

Surely a fast reply. Got it Feb. 2 & wrote this February 2. Guess they had already run out of money.

Harry Sk.

Kellogg


THE OHIO STATE UNIVERSITY

NOVICE G. FAWCETT, *President*

COLUMBUS 10

RADIO AND TELEVISION BROADCASTING
RICHARD B. HULL, *Director*


February 7, 1959

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

Enjoyed our telephone conversation the other day in re the new Kellogg grant and wish again to express my pleasure at the happy outcome of our negotiations and my particular appreciation of the vital and indispensable role you personally played in arriving at this outcome.

Thank you for the recent enclosures of the February 2nd letter from Maurice Seay and your January 31 and February 3rd letter to him. Agree that the returned proposal should be re-done and tried on other foundations. Don't nourish any pangs about the "double pitch." I'm sure Maurice won't.

Under the very good terms of the new grant it would seem to me we have the opportunity (and the necessity) to do some creative planning for the future. I hope NAEB has a chance to discuss this in depth sometime, before too long.

Again, best to you and thanks for the information.

Sincerely,

Richard B. Hull, Director
Radio and TV Broadcasting

RBH/mh

cc: Wm. Harley


RECEIVED
NAEB HEADQUARTERS
FEB 14 1959
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

RECEIVED
NAEB HEADQUARTERS

FEB 14 1959

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

February 9, 1959

Dr. Maurice F. Seay, Director
The Division of Education
W.K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

During these last years, I have developed a kind of "allergic-depressive" expectation set with respect to the morning mail delivery. When--as sometimes happens--the reality exceeds even my most dismal expectations, my prejudice is confirmed and I simply kick another leg off the pine desk (supplied by the furniture factory of the Ohio State Penitentiary).

February 5th, however, proved to be such a memorable and heart-warming departure from this pattern that it will remain for many years to come one of my real "red-letter" days. This was the day when I received from Harry Skornia copies of your January 30th letter stating the terms of a new 3-year NAEB grant and his official response of February 3rd.

As chairman of the NAEB Foundation Committee of last year, as a former NAEB president, and as a worker in the somewhat varied vineyard of educational radio and television broadcasting for many years, I felt a sense of pleasure and pride and gratitude which one is privileged to experience only on rare occasions.

The long-time understanding and support from the W.K. Kellogg Foundation of NAEB's operations, its goals and professional-ethical concerns (which our friend, Harry Skornia, in a very real way epitomizes) has been vital to the growth and development of NAEB. And many of us believe NAEB has made and will make fundamental contributions to American society in this increasingly important area of educational communications. To me, this new Kellogg grant represents a kind of "reaffirmation of faith" in all that the NAEB is and hopes to be. While the fiscal aspects of the grant are vital as you know, the spiritual and moral encouragement it provides really transcends the dollar contribution. Please know how deeply grateful all of us are for both aspects of the support.

Sincerely,

Richard B. Hull, Director
Radio and TV Broadcasting

RBH/mh

P.S. I am also pleased to report the local plumbers who masquerade under the title of M.D. assure me that all pipes and fittings have been restored and function is normal. I hope the Michigan medics now give you the same "all clear."

bc: Skornia, Harley, Schooly.

HS

Kellogg

WHA-TV, Madison, Wis.
February 10, 1959

RECEIVED
NAEB HEADQUARTERS
FEB 18 1959
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Maurice F. Seay
Director, Division of Education
W. K. Kellogg Foundation
Champion Street
Battle Creek, Michigan

Dear Dr. Seay:

I know that Harry Skornia and Frank Schooley have already expressed on behalf of NAEB our deep appreciation for the favorable decision of the Board of Trustees.

The sympathetic and understanding support provided by the Foundation, beginning in 1951, has enabled NAEB to play an ever-increasing role in helping to extend the benefits of the new media in the service of education. The extension of this support will enable the NAEB to continue to provide major services without compromising true educational objectives while, at the same time, working continuously toward achieving a permanent basis of self-support.

Again, our heartfelt thanks and our pledge to utilize this new grant in the most effective and fruitful ways possible in the service of American education.

Sincerely yours,

William G. Harley

WGH:jc

Kellogg

THE OHIO STATE UNIVERSITY
NOVICE G. FAWCETT, *President*
COLUMBUS 10

RADIO AND TELEVISION BROADCASTING
RICHARD B. HULL, *Director*

March 9, 1959

RECEIVED
NAEB HEADQUARTERS
MAR 11 1959
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry Skornia
N.A.E.B.
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

I thought you might be interested in having a photostat of Maurice Seay's February 23 letter reply to my note to him dated February 9 regarding our new grant from Kellogg.

Sincerely,

Richard B. Hull, Director
Radio and TV Broadcasting

RBH:sj

cc: Harley, Schooley.

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

February 23, 1955

DIVISION OF EDUCATION
MAURICE F SEAY
DIRECTOR

PHONE WO 8-9000

Dr. Richard B. Hull, Director
Radio and TV Broadcasting
The Ohio State University
Columbus 10, Ohio

Dear Dick:

Thanks for this very unusual letter of February 9th. We are pleased to be cooperating with you fellows of the NAEB and I am glad to add the endorsement of what you said about Barry Sherman.

Our "local plumbers" have given me the same assurance that you have received. I am glad to know that you are back to normal and I do hope that you do not have a recurrence of your troubles.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

## Proposed Annual Budget for NAEB Headquarters, 1959-1962

| Summary | Proposed | Current |
|---|---|---|
| Salaries & Wages | $30,000.00 | $32,019.00 |
| Seminars, Travel & Research | 3,500.00 | 10,000.00 |
| Supplies & Expenses | 3,000.00 | 5,550.00 |
| Administrative Expense (5% to University of Illinois) | 1,865.00 | 2,379.00 |
| Totals | $39,165.00 | $49,948.00 |

| Salaries & Wages | | |
|---|---|---|
| Executive Director | $12,000.00 | $12,000.00 |
| Associate Director | 9,200.00 | 9,200.00 |
| Secretary | 3,900.00 | 4,200.00 |
| Clerk-Steno | 3,000.00 | 2,880.00 |
| Labor, misc. | — | 1,000.00 |
| Retirement | 2,280.00 | 2,300.00 |
| Workmen's Compensation | 420.00 | 439.00 |
| Totals | $30,800.00 | $32,019.00 |

| Seminars, Travel, Research | | |
|---|---|---|
| Seminars | $ — | $ — |
| Regional Meetings | — | 1,500.00 |
| Executive Committee & Directors' Meetings | 750.00 | 1,500.00 |
| Office (r) Travel | 2,000.00 | 3,500.00 |
| NAEB Committees | 750.00 | 1,500.00 |
| Research | — | 2,000.00 |
| Totals | $ 3,500.00 | $10,000.00 |

| Supplies & Expenses | | |
|---|---|---|
| Mailing, Express and Freight | $ 1,000.00 | $ 1,200.00 |
| Office Supplies & Expenses | 800.00 | 1,000.00 |
| Periodicals, Books, etc. | 200.00 | 500.00 |
| Telephone & Telegraph | 400.00 | 500.00 |
| Equipment (incl. parts replacement and repairs) | 100.00 | 350.00 |
| Publications & Reports | 500.00 | 2,000.00 |
| Totals | $ 3,000.00 | $ 5,550.00 |

| Proposed Budget (three-year basis) | 1959-60 | 1960-61 | 1961-62 |
|---|---|---|---|
| W. K. Kellogg Foundation | $30,000.00 | $20,000.00 | $10,000.00 |
| Other Income (1) | 9,165.00 | 19,165.00 | 29,165.00 |
| Totals | $39,165.00 | $39,165.00 | $39,165.00 |

(1) This item includes, among other things, a five percent administrative charge against the NAEB Network for services provided to the Network by the Headquarters staff. Such a charge has not previously been made, but it is felt warranted in view of the amount of attention and time devoted by Headquarters staff to Network matters. (The annual Network budget is $35,000, making this annual charge $1,750.) In addition "Other Income" includes receipts from such sources as: NAEB Membership dues, sale of publications, profit-making seminars, reimbursable services to non-members, etc. 1958 is the first year of operation under an increased dues structure and at this time it seems logical to assume that income from dues (in excess of publication costs, legal expenses and other routine administrative expenses not supported by the Headquarters budget) will be such as to provide a few thousand dollars each year for Headquarters support. In addition, there is a slow but steady trend toward increasing membership, especially in the Individual Membership category, and this amount might be expected to increase somewhat in the next two or three years. The "experiment" this year of holding a "profit-making" seminar would seem to give promise that this sort of activity, if properly developed, could result in some modest increase of income in future years.

March 12, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

I'm not sure if you've had a chance to use them yet or not, and I don't want to rush you unduly --. However, for certain meetings and guests, we could make use of the slides I sent you, from time to time.

I've been a bit too busy to be chatty lately. I hope all goes well with you. We're still snowed in, and a little humbled by weather's reminder to us, this winter, of its power.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

March 17, 1959

RECEIVED
NAEB HEADQUARTERS
MAR 18 1959
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Harry J. Skornia, Exec. Director
Nat'l. Ass'n. of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Your slides were very helpful and I have made good use of them. I should have returned them sooner. They are being mailed today.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

March 27, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Since I know how sincerely you're trying to keep on top of all these developments, I thought you might like to glance over the attached three items:

Testimony before the FCC (upcoming)
McLuhan proposal (to reflect a current interest)
Review (in our Journal) of the KPFA report. See page 14.

Sincerely yours,

Harry J. Skornia
Executive Director

hjs:rs
Enclosures

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

March 31, 1959

HORACE B. POWELL
PUBLICATIONS DIRECTOR

PHONE WO 8-8118

RECEIVED
NAEB HEADQUARTERS
APR 1 1959
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harold E. Hill
Associate Director
National Association of
Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Dr. Hill:

Thank you very much for your letter of March 30 conveying the pictogram concerning National Association of Educational Broadcasters radio.

We think this is a very handsome piece of art work and contemplate using it as the central illustration for the featurette concerning your Association.

Yes, we have the photographs from St. Louis and Chicago. The St. Louis picture was used by us for our 1958 Annual Report and we are returning this particular picture to you at this time. With your permission we will retain the Chicago picture until after this year's Annual Report is issued and will return it together with the pictogram at that time.

While I have not yet started to write the featurette, through your good offices and those of Dr. Skornia, I believe I have all the material and information necessary. Thank you, indeed, for your continued cooperation.

Very sincerely yours,

HBPowell

Horace B. Powell

HBP:dc

March 30, 1959

Mr. Horace B. Powell
Publications Director
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Mr. Powell:

Enclosed is the art work for the "pictogram" which we have just received back from the artist. You'll recall that last year we had the pictures of the listening groups, without the radio tower. Following your suggestion, after hearing that you were going to feature the NAEB this year, we sent the original art work back to the artist and asked that a radio tower be added. I believe the result is about what you had in mind.

I trust that you have found the photos from St. Louis and Chicago which we sent last year and which our records indicate are still in your office. If not, perhaps our records are in error and we have lost them. In that event, if you'll let me know, I'll try to secure some other pictures for the story.

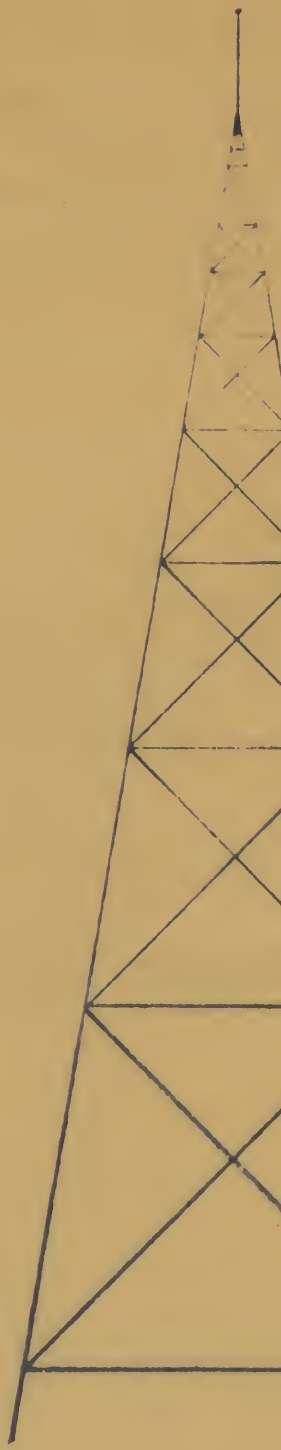
If there is anything else you need, please let me know, and we certainly appreciate the fact that our story will appear in the Foundation report. Incidentally, I would like to have the enclosed art work back when you are finally through with it, because I believe it might be used in promotional brochures to good advantage.

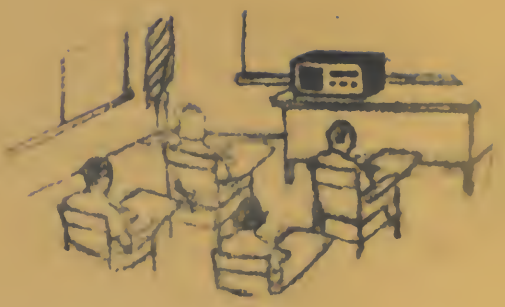
Sincerely,

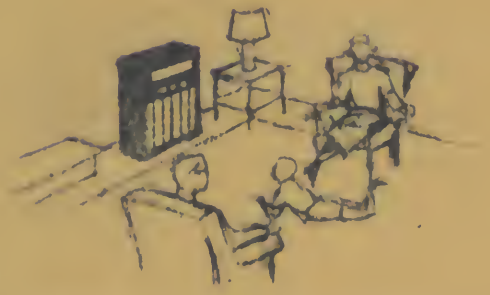
Harold E. Hill
Associate Director

HEH:JO
Enclosure

SATISFIES THE INDIVIDUAL TASTE







ENLIGHTENS AND ENTERTAINS THE FAMILY

STIMULATES ADULTS DISCUSSION GROUPS

March 12, 1959

Mr. Horace B. Powell
Publications Director
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Mr. Powell:

Since you and I worked together last spring, Dr. Skornia has asked me to reply to your letter of March 5.

We are extremely pleased that the NAEB will be featured in the Education Division's chapter of the 1959 Annual Report of the W. K. Kellogg Foundation, and we will do everything possible to cooperate with you on this matter.

As you will recall from our conversations last year, the support of the Foundation has been vital to the operation of the NAEB Headquarters for the past eight years, and has made possible a tremendous growth and development in the field of educational broadcasting. Likewise, Foundation support made possible the establishment of the NAEB Radio Network, which is now self-supporting. So far as specific projects supported by Foundation funds are concerned, about all the information I can give you in addition to that given you last spring is that we are continuing with our work and are still growing.

There is one major development made possible by Foundation funds which I believe we discussed last spring. In December, 1957 the NAEB held the first national seminar devoted to an examination of research in the field of educational broadcasting, underwritten substantially by Foundation funds. The report of this seminar has just recently been completed and I am enclosing a copy of it for your perusal. I believe you will find some information therein that will be worth reporting in your Annual Report. The seminar was well received and the report of it was reprinted almost in its entirety in the latest issue of Audio-Visual Communications Review.

I am also enclosing a copy of our annual report for 1957-58 to the Foundation for your information. This report covers the highlights of the preceeding year and devotes considerable space to a discussion of the Research Seminar.

There are a few additional facts in which you might be interested. The NAEB Radio Network now distributes nine hours of regular programming a week to 79 NAEB member stations, and, in addition, distributes several series of in-school programs each year to those stations broadcasting such programs. The per hour cost of Network programming to member stations is very small. Stations pay a Network fee based on their transmitter power, ranging from $300 to $800 annually. This means that, for stations taking all of the regular programs offered by the Network, the cost per hour of programming ranges from 67¢ to $1.75. There are other statistics about the total number of programs distributed since 1951, total air time in hours, etc., which you are probably not interested in. However, if you do feel this information would be helpful, please let me know and I'll send you the tables and charts.

Since last spring the NAEB has held 3 Regional meetings, supported in part by Foundation funds. This brings the total of such meetings held since 1951 to 19.

We are "re-gathering" the materials we assembled for you last spring and should be able to send them to you within a few days. However, I believe you still have the pictures we sent you from station KETC, St. Louis, and from the Chicago Board of Education. At least our records so indicate. If you don't have them perhaps they became lost in the mail. If a perusal of the annual report I'm enclosing raises any questions in your mind, or gives you leads for more information for the report, please let me know and I'll be glad to supply whatever additional information you want.

Sincerely,

Harold E. Hill
Associate Director

HEH:cm
Enclosures B 90 - W26

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

HORACE B. POWELL
PUBLICATIONS DIRECTOR

PHONE WO 8-8118

March 5, 1959

Dr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

Last spring I made a trip to the Illinois Campus for the purpose of observing the headquarter activities of NAEB and, in your absence, received real aid and courteous treatment from Mr. Hill and others of your staff. At that time we were able to obtain much information (as well as several pictures) which we planned to use in a "featurette" to be carried in the 1958 Annual Report of the Foundation.

Unfortunately, several featurettes had to be dropped from the final manuscript of that particular Report because of lack of space and we, therefore, did not run a NAEB story in the 1958 Report. Now, however, we definitely plan to run the story of NAEB as the only featurette in the Educational Division's chapter of the 1959 Annual Report. This letter, therefore, is again to ask your help in the following:

1. Would it be possible for you or Mr. Hill to sketch for us the highlights of the year which has intervened since I visited your headquarters? This, of course, would bring my information up-to-date on your activities, particularly those activities which have been aided by Foundation funds.

2. One of the illustrations projected for the NAEB story was a drawing or pictogram which, as I recall it, showed a radio broadcasting tower emanating sparks which carried the reader's eyes to symbols of the various services extended by NAEB. One of the young ladies in your organization sent the rough sketch of this pictogram to me and I later returned it with a suggestion or two for its refinement. I would hope that this sketch could now be located and sent to us for likely illustrative use in the aforementioned featurette.

We have a May 1 date with the Foundation's Publications Committee for review of much of the manuscript to go in the Annual Report and, therefore, could use items 1 and 2 above as soon as you conveniently can get them to us.

Please be assured that we will sincerely appreciate your continued cooperation and that we will endeavor to report the NAEB activities in a way that will do credit to the fine work that your organization is doing.

Very sincerely yours,

Horace B. Powell

HBP:dc

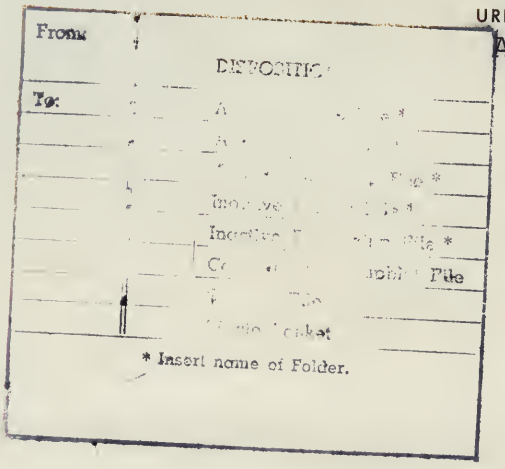
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

EDUCATIONAL TELEVISION AND RADIO PLACEMENT SERVICE

14 GREGORY HALL
URBANA, ILLINOIS

August 18, 1958

AUG 19 1958




Mr. H. B. Powell
Publications Director
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Mr. !Powell:

I am sending the attached photos in hopes that they will be suitable for use in the Kellogg report in lieu of the Hagerstown photo which you returned to us.

Labeled on the back, two of the photos are from television station KETC, St. Louis, Missouri and two are from the Chicago Board of Education Division of Radio and Television.

We expect rough drawings from our University Press art department sometime today or tomorrow, which I will forward immediately for your approval. We noted that in some areas of the report, two colors are used....black and a reddish-brown. The drawings that will be submitted to us will be conceived with these two tones in mind; however the brown may be changed to a gray tone if it cannot be used. The artist advised this procedure since it would be easier to visualize to black than to the different colors. When we have heard from you, however, we may then make further adjustments before the final layout in this respect.

Should you need additional information please call on us. I hope that our progress thus far has been conformable to your own deadlines. We will be sure to have the final layout to you by September 1st.

Sincerely,

Jane Lombard

Jane Lombard
Editor

Wednesday pm

To: HEH
From: AJL
Re: Those Kellogg stinkers...

When I'd received no word from Mr. Powell in this afternoon's mail, I took the liberty to call him, since I knew we would not be able to make the Stp. 1 deadline he suggested, and wondered if the sketch was lost in the mail. (were?)

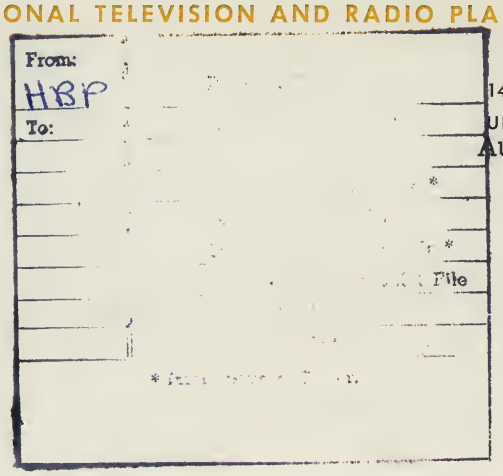
(weren't?)

It wasn't, and he's had complications that have kept him from returning it. The main one is that they have too much stuff for this year's report and ours is one item that has been cut. He will be using one of the photos on TV with a long descriptive caption. He said he would, however, like to use us for a feature for next year fo' sho' and still use the pictogram. We may either have the work finished on it this year or wait until next. Please advise. /AJL

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

EDUCATIONAL TELEVISION AND RADIO PLACEMENT SERVICE




14 GREGORY HALL
URBANA, ILLINOIS

August 19, 1958

AUG 20 1958

Mr. H. B. Powell
Publications Director
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Mr. Powell:

Enclosed is the artist's rough sketch designed for the NAEB portion of your annual report. In explanation of the layout: it was planned for a page similar to one from your 1953-1954 report, as far as page size, margins, and two-tone color. (As I mentioned in my letter yesterday, the colored portion may be a gray tone if this would best answer your needs.)

In considering caption-labels for the sketches, may I suggest the following:

NAEB RADIO...
satisfies the individual taste
enriches the school curriculum
contributes to the child's intellectual growth
enlightens and entertains the family
stimulates adult discussion groups

(The last two are in reverse order.) Please advise us on your printing requirements, whether we should have the captions set here and submitted with the layout, or whether you will include the captions after we send you the final artwork. Please feel free, too, to use your own ideas for captions, if you do want to use them.

We would like to make one suggestion to the artist before he reworks this in final form, and that is to include more people in the sketch of the adult group of listeners. If you have further suggestions on the sketches or on the order in which they appear, please let us know.

With this information (on layout size and color, printing requirements for any captions, and suggestions on the final form) I believe we will be able to proceed without further difficulty.

Thank you for your help.

Sincerely,

Jane Lombard

Jane Lombard
Editor

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

August 6, 1958

HORACE B. POWELL
PUBLICATIONS DIRECTOR

PHONE WO 8-8118

RECEIVED
NAEB HEADQUARTERS
AUG 7 1958
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Mr. Harold Hill
Associate Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Mr. Hill:

You were courtesy itself upon the occasion of my recent visit to your headquarters and I want you to know how much I appreciate it. Your willingness to remain after office hours so that we could complete our discussion of NAEB is very much appreciated.

From your description of the activities over the years, I am sure I gained much grist for my editorial mill and, as I intimated, I want to plagiarize some of your actual words in the lead of the story I will write for our Annual Report.

I have checked on the picture of a family listening to the radio and it seems probable that I can obtain this picture from one of the commercial photographers; therefore, I suggest that you do not go to the trouble to have one made in Urbana. The photo just mentioned plus the very good Hagerstown TV picture and the pictogram which you will have made should serve the illustrative purposes of the Annual Report article very well.

Again, many thanks for your kind hospitality.

Sincerely yours,

HBPowell

Horace B. Powell

HBP:dc
c.c.: Dr. Seay

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

April 20, 1959

RECEIVED
NAEB HEADQUARTERS
APR 21 1959
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry J. Skornia
Executive Director
Nat'l. Ass'n. of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for this note with respect to the Washington meeting. I hope that I will be able to attend when it is held either in September or October. And I have on my calendar October 27-30 for your Detroit convention. I hope that I can attend, but at the moment I hesitate to be definite. There are so many fall meetings, some of which become a "must" in the light of project developments.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

Kellogg Found.

May 12, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

You will recall that we have discussed the fact that our Associate Director and I have University faculty contracts which cover the period September 1, 1958 to August 31, 1959, and that this will pose a special problem in relation to our new grant which begins July 1, 1959.

Since the new grant is being made direct to the NAEB, rather than to the University of Illinois, some arrangements will need to be made in order to permit Mr. Hill and me to complete our contract commitments to the University and to enable Mr. Hill to complete the tenth full year of employment with the University, which is a pre-requisite to qualifying for retirement benefits. This would mean that we two (but no other members of the staff) would continue to "work for the University" until August 31, 1959, and we would change over to the new budget (and be paid by the NAEB Treasurer rather than the University) beginning September 1, 1959.

It is probable that we will have a balance in our W. K. Kellogg Foundation grant at the University, as of July 1, 1959, sufficient to pay our salaries for July and August, in view of the fact that a sum of $4,100 was added to the current year's operating grant by the Foundation at the time the check was forwarded and is being held as a "contingency item" and is not included in our regular operating budget for 1958-59. The funds needed to pay the salaries for Mr. Hill and me for July and August are indicated below:

| | |
|---|---|
| Salary, Executive Director (2 months) | $2,000.00 |
| Salary, Associate Director (2 months) | 1,533.34 |
| Retirement Benefits (8.477%) | 299.52 |
| Workmen's Compensation (1%) | 35.33 |
| Total for July and August | $3,868.19 |

We, therefore, request permission to use funds remaining from our current Kellogg grant as of June 30, 1959, in the amount of $3,868.19, to pay the

salaries of the Executive Director and the Associate Director for the months of July and August, 1959, in order that they may fulfill their contractual obligations with the University of Illinois. This, of course, refers only to 1959, during which the change from University to NAEB administration of these funds takes place. As of September 1, 1959, we will, of course, begin paying these two salaries from the new grant which will be administered by the NAEB Treasurer. This will complete the transfer of all Kellogg funds for administration to the NAEB from the University of Illinois.

In view of the above, and also because many outstanding bills do not clear through the University accounting office for a month or so, we also respectfully request permission to delay filing our financial report for this final year of the current Kellogg grant until September, 1959, when reports from the University Auditor are available, understanding, of course, that no commitments against the current grant will be made after July 1, 1959 with the exception of the salary items outlined above. Any balances remaining at that time will be returned to the Foundation.

In case this request is granted, the amount of $3,868.19 (for the salaries listed above for July and August, 1959) could be deducted from the first year's check under the new grant.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

CC: Mr. William G. Harley

Kellogg

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

May 27, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Thank you very much for your May 22 letter, authorizing extension of our present grant period to September 30, 1959, and approving expenditure of $3,868.13 from the $4,100 contingency item in this budget for the payment of salaries, retirement benefits and workman's compensation for the Executive Director and Associate Director through July and August.

Since this reduces the sum needed for salaries under the new grant, beginning July 1, 1959, I am enclosing herewith a revised budget for the 1959-60 fiscal year. The only items changed in this budget, from the form originally submitted, are:

under Summary
Salaries: from $30,800 to $26,931.81
Administrative expense (5%) from $2,665 to $2,471.59

under Operational Salaries and Wages
Executive Director: from $12,000 to $10,000
Associate Director: from $9,200 to $7,666.66
Retirement Benefits: from $2,280 to $1,980.48
Workmen's Compensation: from $420 to $384.67

If there are any questions on any of this, please let us know. Once again, our sincere thanks.

Cordially,

Harry J. Skornia
Executive Director

hjs:rs
CC: NAEB Board
NAEB Finance Committee

Revised Budget for Headquarters Operation, July 1, 1959 - June 30, 1960
(per letter request from Dr. Seay, May 22, 1959)

| Summary | |
|---|---|
| Operational Salaries and Wages | $26,931.81 |
| Travel and NAEB meetings | 3,500.00 |
| Seminars and Workshops | 6,000.00 |
| Supplies and Expenses (Headquarters operation) | 3,000.00 |
| Materials Distribution | 10,000.00 |
| Administrative Expense (5%) | 2,471.59 |
| Totals | $51,903.40 |

| Operational Salaries and Wages | |
|---|---|
| Executive Director | $10,000.00 |
| Associate Director | 7,666.66 |
| Secretary | 3,900.00 |
| Clerk-Steno | 3,000.00 |
| Retirement Benefits | 1,980.48 |
| Workmen's Compensation | 384.67 |
| Totals | $26,931.81 |

| Travel and NAEB Meetings | |
|---|---|
| Executive Committee and Directors' Meetings | $ 750.00 |
| Officer and Staff Travel | 2,000.00 |
| NAEB Committees | 750.00 |
| Totals | $ 3,500.00 |

| Supplies and Expenses (Headquarters operation) | |
|---|---|
| Mailing, Express, Freight | $ 1,000.00 |
| Office Supplies and Expenses | 800.00 |
| Periodicals, Books, etc. | 200.00 |
| Telephone and Telegraph | 400.00 |
| Equipment (including replacement parts and repairs) | 100.00 |
| Publications and Reports | 500.00 |
| Totals | $ 3,000.00 |

| Materials Distribution | |
|---|---|
| Editor-Coordinator | $ 7,200.00 |
| Retirement and Workmen's Compensation | 694.00 |
| Collection, Publication and Distribution of Materials | 2,106.00 |
| Totals | $10,000.00 |

| Revised income for 1959-60: | |
|---|---|
| From W. K. Kellogg Foundation | $42,738.40 |
| From NAEB Income | 9,165.00 |
| Total | $51,903.40 |

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

May 22, 1959

Mr. Harry J. Skornia, Exec. Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

In your letter of May 12th you request a time extension of your project which is scheduled to end June 30, 1959, but which you wish to continue until September 30, 1959. We are granting this request and will consider that the last year of this current project will be a fifteen-month period from July 1, 1958, to September 30, 1959. Your program and financial reports for this last year will be for this fifteen-month period.

In the same letter you request a change in your current budget which would mean that you would take $3,868.19 from your $4,100 contingency item and you would add the following items of expenditures:

| | |
|---|---|
| Salary, Executive Director (2 mo. July, Aug.,1959) | $2,000.00 |
| Salary, Associate Director (2 mo. July, Aug.,1959) | 1,533.34 |
| Retirement Benefits (8.477%) | 299.52 |
| Workmen's compensation (1%) | 35.33 |
| Total for July and August, 1959 | $3,868.19 |

I am now approving this second request.

Because the new commitment which we have made to the NAEB begins on July 1, 1958, and since certain salary items will not be required for July and August in that new program, I suggest that you submit to us a revised 1959-60 project budget for this new program.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

May 21, 1959

RECEIVED
NAEB HEADQUARTERS
MAY 22 1959
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Mr. Harry J. Skornia, Exec. Director
National Association of Educational Broadcasters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for this note of May 1st and for the directions which you give to make my reading easier. I appreciate your thoughtfulness and I am very favorably impressed with the work which you fellows are doing.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

June 2, 1959

Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

With your letter of May 27th you enclose a revised 1959-60 budget for the first year of our new project which begins July 1, 1959. This budget totals $51,903.40. You estimate that you will receive $9,165.00 as income from other sources and that you will request from this Foundation $42,738.40. I am glad to approve this budget.

Sincerely,

Maurice F. Seay

MFS/fh

Kellogg

June 12, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Although neither of these projects gives us "free" money, I thought you might like to share with us news that both the United States Office of Education project (with McLuhan as Consultant) subject to some revision and spelling out, and the Hill Foundation request, have now been granted. I thought you might like to see what we're up to in at least two areas.

We are now trying to get some first quality Ampex recorders out of Ampex or the Ampex Foundation, since our Network duplicators are on their last legs, and both national and international demands for our programs are increasing so rapidly and urgently. We are also seeking funds for the Professional Development and Teacher Training project we submitted earlier to you. If you have any ideas ——.

The Washington (Network) Conference, now scheduled for September 9 - 11, is also of course under Title VII of the National Education Defense Act. We hope you can be with us for this. Arthur Flemming's acceptance to greet participants on September 9 was just received today.

We also want to be sure you have our Convention dates —— October 27 - 30, at the Sheraton-Cadillac Hotel in Detroit, firmly in your little black book.

Finally, our sincere thanks for approval of our latest request, allowing us in effect to extend the terminal date of our present grant to September, for the reasons given.

Our sincere good wishes for a fine summer.

Cordially,

Harry J. Skornia
Executive Director

HJS/dp

bloc: Robert Schenkkan  Richard Hull
William Harley  Jack McBride
Frank Schooley  James Miles

Kellogg

June 26, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

We would be delighted to have you at the Washington Conference for however long you can stay. I know how crowded calendars can become.

And we'll keep you informed as our Convention develops. Surely glad you'll be with us.

Sincerely,

Harry J. Sherman
Executive Director

HJS:JD

Encl: Mrs. Kathleen Lardie
Mr. Franklin Dearmon
Dr. Lee Dreyfus
Mr. William Morley
Mr. Jack McBride

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

June 25, 1959

RECEIVED
NAEB HEADQUARTERS
JUN 26 1959
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry J. Skornia, Exec. Director
Nat'l. Ass'n. of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for this letter of June 12th telling me of the dates for the Washington Conference and for your annual convention and enclosing copies of the new projects for which you have received support. They are very interesting. I am putting the Washington Conference and the annual convention on my travel schedule. How terrible would it be if I attended only the first two days of the Washington Conference? I may need to be back in Battle Creek on the 11th.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

Kellogg

July 2, 1959

Mr. Robert Coleman
453 Rosewood
East Lansing, Michigan

Dear Bob:

Now that we are into the new fiscal year, and I have forwarded the grant check from the Kellogg Foundation, we would be most happy to receive the $1,000 from you which the Board authorized for us to set up a bank account here in town.

The check should be made out to Harry and he will establish the account in one of the local banks. Periodically, probably once a month, I will send supporting bills, etc., to you so that you may send us a check to reimburse the account for any expenditures during the preceding period.

There's no big hurry, but it would be helpful for us to have it as soon as it is convenient for you.

Cordially,

Harold E. Hill
Associate Director

HEH:JO

Kellogg

July 2, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Dr. Seay:

Enclosed is the draft of a press release which Dr. Skornia asked us to prepare announcing the receipt of the new grant from the W. K. Kellogg Foundation.

Please make any suggestions for changes in the news release and we will gladly incorporate them. We have tried to keep the release simple and brief. It will be sent to the trade press, the national wire services and certain of the larger newspapers in the country. Naturally, the grant will also be publicized in our own NAEB Newsletter in the August issue.

Sincerely,

Harold E. Hill
Associate Director

HEH:JO
Enclosures

The National Association of Educational Broadcasters has received $42,738 from the W. K. Kellogg Foundation for the year 1959-60. Dr. Harry J. Skornia, Executive Director of the NAEB, said this is the first payment of a three-year grant totaling $106,338.

With a Kellogg grant in 1951, the NAEB set up its national headquarters and permanent staff, as well as a national educational radio network. The network became self-supporting within five years, and now distributes recorded educational programs at the rate of a thousand tape recordings a week.

While NAEB headquarters is slowly achieving self-support itself, part of the present grant will be used to carry on its regular services. Dr. Skornia said that the funds will allow the NAEB to hire a full-time editor for its various publications. NAEB will also use the grant to conduct seminars each year for advanced training of personnel within the field of educational radio and television.

File - Coleman (Bills)

"THE OLDEST STATION IN THE NATION" WHA UNIVERSITY OF WISCONSIN — MADISON

INVOICE

July 3, 1959

National Association of Educational Broadcasters
Attention: Harold Hill
Urbana, Illinois

---

Phone calls and telegrams for NAEB charged by W.G. Harley during May and June

| | | | |
|---|---|---|---|
| 5/15/59 | Austin, Texas | Schenkkan | 5.55 |
| 5/19/59 | Urbana, Illinois | Skornia | 3.50 |
| 5/22/59 | Urbana, Illinois | Skornia | 3.70 |
| 5/26/59 | Detroit, Mich. | Bauswma | 1.75 |
| 5/26/59 | Washington, D.C. | Marks | 2.10 |
| 5/26/59 | Washington, D.C. | Steetle | 5.30 |
| Western Union 5/11/59 | E. Lansing, Mich. | Frymire | 1.25 |
| 5/1/59 | St. Paul, Minn. | J. Schwalzwarde | 1.97 |
| 6/1/59 | Milwaukee, Wis. | Taff | .85 |
| 6/2/59 | Urbana, Illinois | Skornia | 5.50 |
| 6/3/59 | Milwaukee, Wis. | Taff | .85 |
| 5/10/59 | Washington, D.C. | Steetle | 3.30 |
| 5/10/59 | Austin, Texas | Schenkkan | 4.15 |

39.77

Original approved (Gen. Adm.) & fwd. to Coleman 7/6/59

HEH

Kellogg hjs

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

June 29, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Upon my return from out-of-town this (Saturday) afternoon, I find your welcome letter of June 26, with the W. K. Kellogg Foundation check in the amount of $42,738.00 as the first payment on the three year grant generously provided us by the Foundation.

Since I leave Monday morning for a week, I hasten to draft this acknowledgment with our deep appreciation. This check is being forwarded on Monday to NAEB Treasurer Robert Coleman for deposit to the new account being set up for this grant. Reports will be provided, as specified.

I am asking that a press release be prepared and sent you for your suggested revisions, within the next ten days. Mr. Hill of this office will be in touch with you on this, and I shall hope to be back in the office before it is released.

If you have any suggestions regarding its distribution, beyond our regular educational and trade press channels, and the news services, we would be grateful to have them.

Once again, the warmest thanks of the NAEB to the Foundation for this assistance.

Sincerely,

Harry

Harry J. Skornia
Executive Director

HJS/dp

cc: NAEB Board
NAEB Finance Committee

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

June 26, 1959

Dr. Harry J. Skornia, Exec. Director
National Ass'n. of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

Our Foundation check for $42,738.00 made payable to the National Association of Educational Broadcasters, Inc. is enclosed. This check represents our payment for the first year of our new project.

No press release concerning this new commitment to the NAEB will be made by this Foundation. We would be glad, however, for you to issue any announcement concerning it which you think appropriate. In case you do this, we would appreciate receiving a copy in advance so that we might have the opportunity of making suggestions.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh
enc.

P.S.: According to the revised budget for your project, which we approved in our letter of June 2, 1959, you were to receive as your first payment $42,738.40. In order to simplify accounting procedures we have not included in our payment the 40¢.

June 29, 1959

Mr. Robert Coleman
453 Rosewood
East Lansing, Michigan

Dear Bob:

Enclosed herewith is a check for $42,738.00 from the W. K. Kellogg Foundation, representing the first year's payment on the new three-year grant. It should be deposited by you, and you and I will both make the appropriate entries in our own records to show that it has been received. You, I believe, are going to set up a separate ledger page for the "Kellogg Foundation," and I will keep the detailed records and then we can double-check one another to see that the balances are always the same.

Harry has already written a letter of acknowledgment and thanks to Dr. Seay for the check, and we are preparing a news release which will be sent to the Foundation for their perusal before being released to the press.

Cordially,

Harold E. Hill
Associate Director

HEH:JO
Enclosure

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

July 8, 1959

RECEIVED
NAEB HEADQUARTERS
JUL 10 1959
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Mr. Harold E. Hill, Assoc. Director
National Ass'n. of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harold:

The press release which you enclosed with your letter of July 2nd is quite satisfactory with us.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

NAEB NEWS

Release: IMMEDIATELY

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall Urbana, Illinois Phone EMpire 7-6611, Ext. 3394

The National Association of Educational Broadcasters has received $42,738 from the W. K. Kellogg Foundation for the year 1959-60. Dr. Harry J. Skornia, Executive Director of the NAEB, said this is the first payment of a three-year grant totaling $106,338.

With a Kellogg grant in 1951, the NAEB set up its national headquarters and permanent staff, as well as a national educational radio network. The network became self-supporting within five years, and now distributes recorded educational programs at the rate of a thousand tape recordings a week.

While NAEB headquarters is slowly achieving self-support itself, part of the present grant will be used to carry on its regular services. Dr. Skornia said that the funds will allow the NAEB to hire a full-time editor for its various publications. NAEB will also use the grant to conduct seminars each year for advanced training of personnel within the field of educational radio and television.

July 13, 1959

BMCK/dp

Fib Kellogg

July 28, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

July 28, 1959

Mr. James W. Armsey
Associate Program Director
Education Division
The Ford Foundation
477 Madison Avenue
New York 22, New York

Dear Jim:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

July 28, 1959

Mr. T. Kevin Mallen, President
Ampex Foundation
934 Charter Street
Redwood City, California

Dear Mr. Mallen:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

July 28, 1959

Mr. William Harlan Hale
Woods End Lane
Westport, Connecticut

Dear Bill:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

July 28, 1959

Mr. Norman Cousins, Editor
SATURDAY REVIEW
25 West 45th Street
New York 36, New York

Dear Norman:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's ecucational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

July 28, 1959

Mrs. Dorothy Smith
ACE-TV Committee
American Council on Education
1785 Massachusetts Avenue, N. W.
Washington 6, D. C.

Dear Dorothy:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

July 28, 1959

Dr. Lyle W. Ashby
Deputy Executive Secretary
National Education Association
1201 Sixteenth Street, N. W.
Washington 6, D. C.

Dear Dr. Ashby:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

July 28, 1959

Mr. Harold E. Wigren
Educational Television Consultant
Division of Audio-Visual Instruction
1201 Sixteenth Street, N. W.
Washington 6, D. C.

Dear Harold:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

July 28, 1959

Dr. Alvin Eurich
The Fund for the Advancement
of Education
477 Madison Avenue
New York 22, New York

Dear Dr. Eurich:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

July 28, 1959

Mr. A. A. Heckman, Executive Director
Louis W. and Maud Hill Family Foundation
W-500 First National Bank Building
St. Paul 1, Minnesota

Dear Mr. Heckman:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

July 28, 1959

Mr. Maxwell H. Goldberg
The Humanities Center for Liberal Education
University of Massachusetts
Box 472
Amherst, Massachusetts

Dear Max:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

July 28, 1959

Mr. Monroe Bush
Assistant to the President
Old Dominion Foundation
716 Jackson Place, N.W.
Washington, D. C.

Dear Monroe:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

July 28, 1959

Mr. John Marshall
The Rockefeller Foundation
49 West 49th
New York 20, New York

Dear Mr. Marshall:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

July 28, 1959

Mr. Thomas R. Carskadon
Associate Director
The Twentieth Century Fund
41 East 70th Street
New York 21, New York

Dear Tom:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

July 28, 1959

Mr. John W. Gardner, President
Carnegie Foundation for the Advancement
of Teaching
589 Fifth Avenue
New York 17, New York

Dear Mr. Gardner:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

July 28, 1959

Mr. Joseph E. Johnson, President
Carnegie Endowment for International Peace
345 East 46th Street
New York 17, New York

Dear Mr. Johnson:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

July 28, 1959

Dr. Florence Anderson, Secretary
Carnegie Corporation of New York
589 Fifth Avenue
New York 17, New York

Dear Dr. Anderson:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

July 28, 1959

Dr. Robert M. Hutchins, President
The Fund for the Republic, Inc.
60 East 42nd Street
New York 17, New York

Dear Dr. Hutchins:

I am taking the liberty of sending you a copy of our forthcoming NAEB Network offering. I thought you might be interested in what the nation's educational radio network is doing. I also thought you might have particular interest in the programs listed on pages 9, 10, 13, 14, 19, 20, 23, 39, 41, 44, 45, 52, and 53.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

Kellogg

August 3, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

I was grateful to have your comments on the NAEB Radio Network offering. I do think the atmosphere is becoming more receptive to the sort of thing we're trying to do. Certainly serious fare is finding greater and greater receptivity.

If you have difficulty finding a room for the Washington Conference, give me a wire or call. The NAEB "working crew" is putting up at the DuPont Plaza. I'm sure we could find space for you there. Another possibility is the Jefferson, which (I'm told -- I never noticed it myself) is across the street from the NEA building -- and where Hurley and others have sometimes stopped.

With regard to the Detroit Convention (at the Sheraton Cadillac), I'm attaching a one-page run-down on this. The Business session starts at 2:00 the 27th and the Convention proper is launched with a reception at 5:00 p.m., with the first General session (Walter Reuther) at 8:00 p.m. (He's balanced later by industrial representatives speaking on their stake in educational advancement.)

The 28th and 29th will also be full days. The 30th, the last day, as you'll note, has scheduled, for those interested, a special-rate, chartered air flight to visit the CBC in Toronto. They will be our hosts. We'd like very much to have you stay through that. But if you're pressed for time, I'd guess you could leave any time after the banquet the evening of October 29 without missing too much NAEB business.

If you weren't too pressed we'd like very much to have you present for the Open Board Meeting the 26th. Does that give you what you need to know?

Our best,

HJS:JD
Enclosure

Harry J. Skornia
Executive Director

Blcc: William Harley
Kathleen Lardie
Lee Dreyfus
Harold Hill
Jack McBride

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

July 31, 1959

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Thanks for this copy of the forthcoming NAEB network offerings. You and your colleagues have surely done a lot of work and have what seems to me to be a great program.

As I recall my childhood days when the word "evolution" was indeed a bad one, I am impressed that now you can have a whole program "Symposium on Evolution." How my father would have loved this program in 1920!

I am still planning on attending your television conference in Washington on September 9 and 10. The Statler has indicated no space available so I am now writing to the Mayflower for a room on the 9th.

What about hotel reservations for your Detroit convention? When should I arrive and when should I leave?

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

August 4, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

For various reasons, including principally liaison with other educational groups based there, and with various governmental and other agencies, the NAEB Board is discussing in a preliminary way the desirability and/or possibility of moving our Headquarters to Washington.

I felt that the first thing to do was raise this question with you, to see how this would or might affect our grant from you, if it occurred while this was still in effect.

I realize that you may not be able to give an off-the-cuff reply. In case a meeting with you would be desirable, Bill Harley or I, or both, would be glad to visit you to discuss this with you sometime early this fall. Or, if necessary or desirable, we might be able to discuss when we're all in Washington in early September.

We'd be glad to have your reaction. And all best wishes.

Sincerely,

Harry J. Skornia
Executive Director

hjs:rs

USE REPLY MESSAGE FORMS FOR SHORT LETTERS WHICH REQUIRE QUICK ANSWERS.

# REPLY MESSAGE

SAVE ENVELOPE TYPING. FOLD ON TOP LINE OF MESSAGE BOX. USE IN #9 OR #10 WINDOW ENVELOPE.

10703 FORM #370 SUPPLIED BY BASIL L. SMITH SYSTEM, 1016 CHERRY ST., PHILADELPHIA, PA. PRINTED IN U.S.A.

To Mr. William Harley
Stations WHA-AM-FM-TV
University of Wisconsin
Madison, Wisconsin

NATIONAL ASSOCIATION
OF
EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

SUBJECT: DATE July 29, 1959

Message

Do you mind if I drop Seay a line, very briefly, re Washington move? I'll point out desirability briefly and offer to have us meet with him if necessary. I'll also see what dates might be available. When, besides Seminar dates and your early August trip (and my two-week vacation period), could you not go?

SIGNED HJS, Harry J. Skornia, Executive Director HJS:JO

Reply

TO HJS DATE July 31

O.K. I am free anytime between Aug 10–17 or Sept 1–7

SIGNED WHA

PLEASE RETURN THIS COPY TO SENDER

Kellogg

August 24, 1959

Dr. Maurice P. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

Since I hope you, Bill Harley and I will have a chance to chat in Washington, I think this might be the best opportunity to discuss Washington move considerations.

If this is satisfactory with you, we can hold until then our plans for a possible visit to you, or any other report or information you'd like to have.

See you at the DuPont Plaza. And glad to know you'll be with us in Detroit.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

Encl: Richard Hull
William Harley
Frank Schooley
James Miles
Robert Schenkkan

August 14, 1959

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Dr. Seay:

Dr. Skornia is taking a well-deserved vacation for a couple of weeks, but I wanted to let you know that your letter of August 11 has been received, and as soon as Dr. Skornia returns it will be called to his attention. I expect that shortly thereafter he will be writing to you about the reasoning behind our consideration of a possible move to Washington.

I know I speak for Dr. Skornia when I say that we are delighted that you will be able to spend a couple of days at our convention. We'll be looking forward to seeing you then.

Sincerely,

Harold E. Hill
Associate Director

HEH:JO

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

August 11, 1959

RECEIVED
NAEB HEADQUARTERS
AUG 12 1959
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Harry J. Skornia, Exec. Director
Nat'l. Ass'n. of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

The question of relocating the headquarters of the NAEB is one which does not affect the commitment which we have with your Association. Fortunately, the commitment is now made direct to the Association. Therefore, a move to Washington would not bring about any complications of sponsorship.

On the other hand, we would like to be informed concerning your reasoning with respect to this question. As you suggest, there may be time when we are in Washington for the TV conference for an initial discussion of this matter. Later on we would be glad to have you and Dr. Harley come by to see us if such a visit seems important.

Thanks for counting me in on the hotel reservations at the DuPont Plaza.

As I check my travel schedule for the fall, I have decided to attend your convention from October 27 to 29, arriving the afternoon of the 27th and leaving the afternoon of the 29th. I am sending in the hotel reservation slip which you sent to me. Thanks a lot for your help.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

Noted + took check for deposit. Rose

file

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 5-1221

August 25, 1960

Dr. Harry J. Skornia, President
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

This Foundation's check for $36,327 made payable to the National Association of Educational Broadcasters is enclosed. This is our payment for the second year for our new commitment to your Association.

Your financial report states that you had a cash balance of $472.58 on hand at the end of the last fiscal year (June 30, 1960). Your annual budget, which was approved in my letter of January 30, 1959, addressed to you, totals $55,965, and your original proposal indicates that you expect to receive $19,165 of this amount from other sources. Thus, the Foundation is to supply $36,800 for your 1960-61 budget. Subtracting the cash balance on hand of $472.58 at the beginning of this fiscal year leaves a total of $36,327.42 as the Foundation's payment. In order to simplify accounting procedures, we have made payment in round figures.

Your certified financial statement and your program report have been received. We are glad to note the progress which your Association has made and the frank statements of problems which it faces. We also note that this is the last year for your service as president. May we again express to you our appreciation for fine relationships, frank and honest dealings, and courageous leadership.

Sincerely and with best wishes,

Maurice F. Seay

MFS:jf
cc: Dr. William Harley

Kellogg

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

September 28, 1959

RECEIVED
NAEB HEADQUARTERS
SEP 29 1959
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry J. Skornia, Exec. Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I have read your Penn State University "remarks." There is some information here which I am very glad to have.

Thanks for keeping me so well informed.

Sincerely and with best wishes,

Maurice F. Seay

MFS/fh

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

October 1, 1959

RECEIVED
NAEB HEADQUARTERS
OCT 2 1959
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

No, we do not make the kind of grant which you described in your letter of September 30. Many times we have had similar requests, so we have definitely established a policy--and it's a negative one as far as you are concerned.

But I do hope you get to make that trip. You are the one to represent us and it would be a fine experience.

Thanks for your friendly and frank letter and don't ever have any more that feeling of "a little shame-facedly."

Sincerely and with best wishes,

Maurice F. Seay

MFS/jmd

COPY

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

October 14, 1959

RECEIVED
NAEB HEADQUARTERS
OCT 15 1959
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Mr. William G. Harley, President
National Association of Educational Broadcasters
Radio Station
University of Wisconsin
Madison, Wisconsin

Dear Bill:

Because of emergency developments in connection with new projects, I find I must cancel my plans for attending your convention in Detroit from October 27 to 30. I have written to the hotel. This action is a very reluctant one, for I looked forward to meeting with you and your colleagues and hearing more about your program.

I know you will have a fine convention, and I certainly wish for you and your colleagues a pleasant experience.

Sincerely,

Maurice F. Seay

MFS:jf
cc: Dr. Harry J. Skornia

Supplementary Budget Request for the Period July 1, 1959 - August 31, 1959

| | |
|---|---|
| **Summary (Detail below)** | |
| Salaries and Wages | $5,179.00 |
| Seminars and Travel | 2,242.00 |
| Supplies and Expenses | 435.00 |
| Administrative Expense | 393.00 |
| TOTAL | $8,249.00 |
| **Salaries and Wages** | |
| Executive Director | $2,000.00 |
| Associate Director | 1,534.00 |
| Secretary | 700.00 |
| Clerk-Steno | 490.00 |
| Retirement (8.133% of salaries) | 384.00 |
| Workmen's Compensation (1.5% of salaries) | 71.00 |
| TOTAL | $5,179.00 |
| **Seminars and Travel** | |
| Travel, Officer and Staff | $ 600.00 |
| Seminar | 1,642.00 |
| TOTAL | $2,242.00 |
| **Supplies and Expenses** | |
| Mailing, Express, Freight | $ 200.00 |
| Office Supplies and Expenses | 185.00 |
| Telephone and Telegraph | 50.00 |
| TOTAL | $ 435.00 |

**Income**

The income of $8,249 is the amount herewith requested from the W. K. Kellogg Foundation. This is the balance remaining from the $141,000 originally granted to cover the three-year period, July 1, 1956 - June 30, 1959. Grants have been made each of the three years, as follows:

| | | |
|---|---|---|
| 1956-1957 | $46,221.00 | |
| 1957-1958 | 44,686.00 | |
| 1958-1959 | 41,844.00 | (1) |
| TOTAL | $132,751.00 | |

(1) The actual amount received this fiscal year was $45,944. However $4,100 of this is being held as a contingency item, in accordance with the Foundation's letter to us of September 30, 1958. This amount is included in the total remaining balance of $8,249.

HJS:cmc
10/23/58

| | Teacher-Training Activities | Professionalism Activities | Total |
|---|---|---|---|
| Coordinator | 15,000 | ~~8,000~~ (1) | 15,000 |
| Secretary - Asst. | ½ time ~~2,500~~ ~~5,000~~ | ½ time 2,500 ~~5,000~~ | 5,000 |
| Advisory Com. Travel + per diem (if necessary) | 5,000 | | ~~4~~ 5,000 |
| Professional Standards Com. | | 3,000 | ~~4~~ 5,000 |
| Two National Seminars | 10,000 | | 10,000 |
| 4-6 local-regional Seminars | * 6,000 | | * 6,000 |
| Project Serving Consultants | * 4,000 | | * 4,000 |
| Supplies + Expenses | 2,500 | 1,000 | ~~5,500~~ 3,500 |
| Travel: Coordinator's office + general project (not otherwise covered) | 2,500 | 1,000 | 3,500 |
| | ~~$50,000~~ $47,500 | ~~$25,000~~ 15,500 | $ 55,000 |

(1) If both projects - Coord. + Secy could handle; if T-T Coord + ½ secy.; if only Professionalism, a staff member working on this plus ½ time Secy help.

* 1st Year only - reduced to $3,000 for each of the 2nd + 3rd years

This reduces budget for 2nd + 3rd year ~~$~~ by $4,000 annually, and the total ~~year~~ three-year ~~request~~ budget is as follows:

| | Teacher-Training Activities | Professionalism Activities | Total |
|---|---|---|---|
| 1st Year | ~~$50,000~~ $47,500 | ~~$25,000~~ 15,500 | $ 55,000 |
| 2nd Year | ~~$46,000~~ $43,500 | ~~$20,000~~ 15,500 | $ 51,000 |
| 3rd Year | ~~$46,000~~ $43,500 | ~~$22,000~~ 15,500 | $ 57,000 |
| Total - 3 years | ~~$142,000~~ $134,500 | ~~$54,000~~ 46,500 | $157,000 |

# Kellogg Revisions

1. Emphasize CCTV more

2. Research t/or materials destruction
   - Explain what defense act won't give &
   - Larger opp. it gives NAEB

3. In Research ! emphasis on application

4. In Publications — emphasize dest. of Research findings. Play down role of Journal ---except to say it's the best outlet for this.

5. Intl: Say: if foundation saw or sees fit to grant, a detailed budget would be submitted for prior approval.

6. Research: Leave out & whittle down others. Give range

| | | |
|---|---|---|
| Seminars | 6,000 — 18,000 | per year |
| Materials dist. | 10,000 — 15,000 | " " |
| Intl | 5,000 — 10,000 | " " |
| | 21,000 — 43,000 | " " |

Will probably get minimum budegt of Request #2, less the $5,000 for International Relations and the 5% Administrative charge thereon.

| | |
|---|---|
| Budget listed in Minimum - Request #2 | $61,215 |
| Less that requested for International Relations (+5%) | 5,250 |
| Revised budget | $55,965. |

Annual breakdown of income for above:

| | 1959-1960 | 1960-1961 | 1961-1962 | Total |
|---|---|---|---|---|
| From Kellogg | $46,800. | $36,800 | $26,800 | $110,400 |
| From NAEB | 9,165 | 19,165 | 29,165 | 57,495 |
| Totals | $55,965 | $55,965 | $55,965 | $167,895 |

MIN $ Req = $30,800

$61,215 =

taking out $5,000

taking out 750

$55,965

- 9,165

1) $46,800

19,165

2) 36,800

3) 26,800

Eff. July 1 =

ask for

$4,100 = | to use for summer =

also 4,100 = |

61,215
5,250
55965
9165
46,800

46,800

November 2, 1959

Mr. Maurice F. Seay
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

The discrepancy in the amount charged for administrative expense is a result of the fact that such charges are always made a month late in order to reflect charges on actual expenses incurred during the month in question.

In other words, the administrative expense charged to our account by the University for the period July 1, 1958 -- August 31, 1959 actually represents five percent of our expenses for the period June 1, 1958 -- July 31, 1959. Our expenses, exclusive of administrative expense, for June, 1958 were $4,007.12, while those for August, 1959 were $2030. Therefore, the expenses for which administrative charges were figured by the University exceed actual expenditures during the fiscal year in the amount of $1,977.12.

Five percent of this difference of $1,977.12 is $98.86. This, added to the $2,547.55 you show, brings the total administrative charge made by the University to $2,646.41, which is within four cents of the figure shown on our report. This latter discrepancy is due to the fact that the administrative charge was figured monthly by the University; the fractions of cents converted to whole cents each month results in a slightly different total than that obtained when the calculation is done on an annual basis.

I'm sorry that we didn't think to provide this explanation at the time we submitted the annual report, but I trust that the above explains the apparent discrepancy.

We missed you at the Convention in Detroit. I believe it was a success and there were many developments which I look forward to discussing with you when the opportunity arises.

Sincerely,

Harry J. Skornia
Executive Director

HJS/HEH/jp

W. K. KELLOGG FOUNDATION
250 CHAMPION STREET
BATTLE CREEK, MICHIGAN

DIVISION OF EDUCATION
MAURICE F. SEAY
DIRECTOR

PHONE WO 8-8118

October 27, 1959

Please call Tatum. 5-20 Please draft reply.

RECEIVED
NAEB HEADQUARTERS
OCT 28 1959

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

In reviewing your financial report for 1958-59, our accounting department has requested an explanation of the amount charged for administrative expense.. As we have totaled your expenditures for 1958-59, we get a figure of $50,950.93. Five per cent of this amount would be $2,547.55. The amount on your report for this administrative expense is $2,646.37. Perhaps we have not used the right items in making our calculations.

Sincerely and with best wishes,

Maurice F. Seay

MFS:jf

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

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